

# MY MOBILE™

FOR A CONNECTED LIFESTYLE

## SMS ERROR 101

YOU HAVE EXCEEDED  
YOUR 100 SMS LIMIT **P 28**

### ➤ EXCLUSIVE PREVIEWS

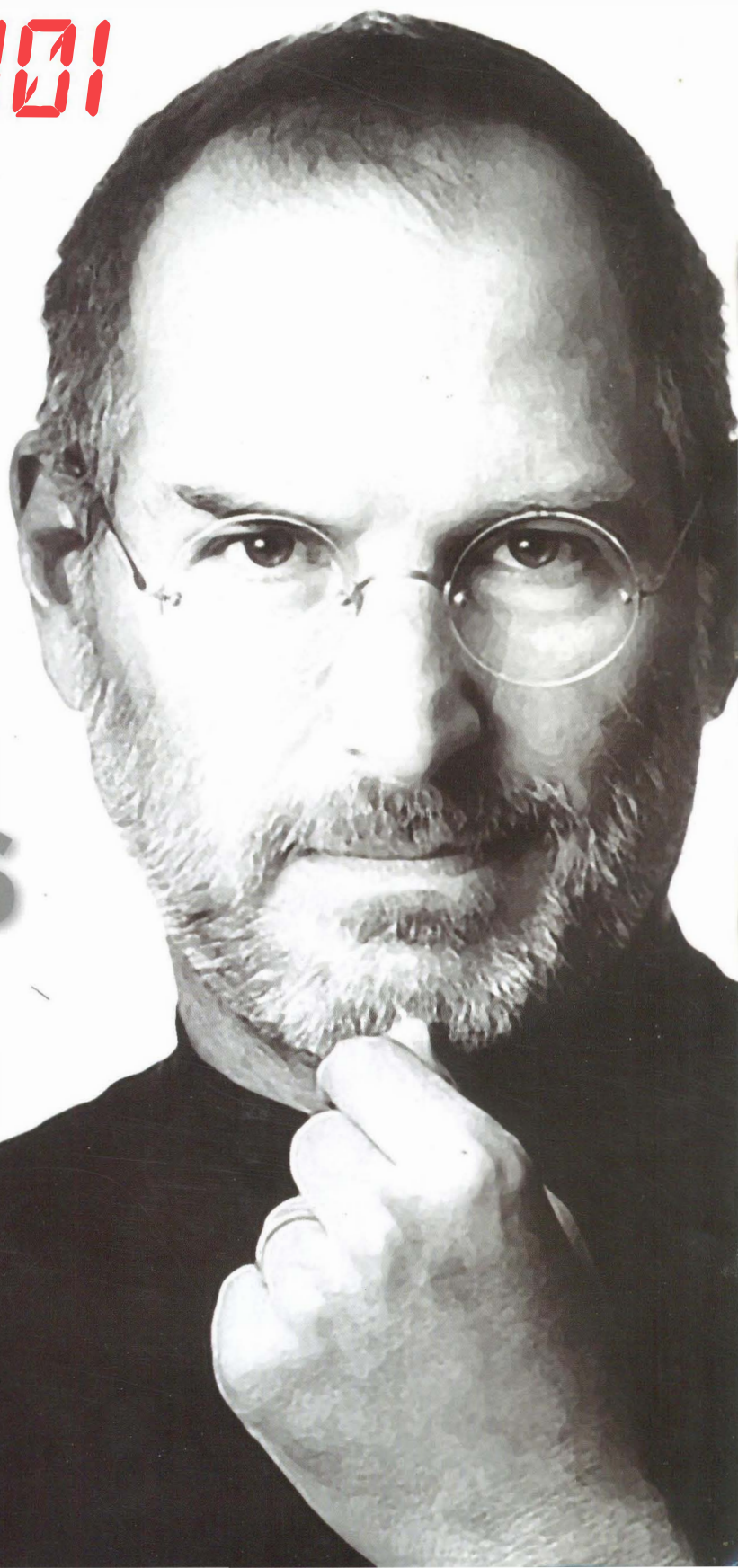
Apple iPhone 4S, Windows Phone  
7.5 Mango and Bada 2.0 **P 64**

### ➤ REVIEWED

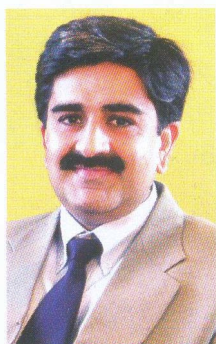
HTC EVO 3D,  
Motorola Fire,  
Vodafone Blue 555  
and many more... **P 51**

## STEVE JOBS 1955 - 2011

Phone of the month  
**MOTOROLA FIRE XT530** **P 60**







**T**here are some people who so define an era that you consider yourself privileged to just have been around when they were alive. Steve Jobs, the man who gave us devices like the iPhone, iPod, iPad and Macintosh was one of such people. His life was a roller coaster, with its share of success and defeat, but rare was the techie eye that stayed dry when it all ended. It would take volumes to pay appropriate tribute to such a man - but we have attempted to do so in a few pages. RIP, Steve. You will be missed.

Speaking of legends, management guru Peter Drucker once said: "Erroneous assumptions can be disastrous." His words are ringing true in the Indian telecom arena where the regulation capping the outgoing SMS at 100 has been implemented recently. However, instead of joining the hue and cry surrounding this decision, it makes more sense to take a page out of Drucker's book and consider whether the issue is just about capping SMSes or actually curbing the customers' right to use a service that they are paying for - and thus, actually an infringement of a person's fundamental right to communicate? Is the whole action of capping in tandem with the new world thinking that has spurred such immense growth in the telecommunication market? And most importantly, will this actually stop unsolicited commercial communication through SMS? Our cover story for the October issue tries to find answers to these questions. And to those who feel aggrieved by the decision, we also bring some alternative messaging options.

Meanwhile, the second hand market continues to go from strength to strength, especially with the growing popularity of smartphones. But they also remain a bit of a gamble for the consumer, who often gets conned into bad deals. How do you choose a good quality second hand smartphone? Which are the safe and legal ways to buy them? These are just some of the questions we will be attempting to answer in our Spotlight feature, which revolves around the art of purchasing a second hand smartphone. The word spectrum is one which is used every day in different contexts, and phones would be useless without it. And yet, very few people actually know what it means, notwithstanding all the controversy around it. Which is why we have deciphered the whole world of electromagnetic spectrum for you and done some jargon busting in our Cell Clues segment this time around.

As always we have the reviews of the hottest and best phones in the Indian market, including the new Motorola Gingerbread handsets and HTC's 3D phone. And with operating systems becoming an important aspect of a phone's prowess, we bring you the exclusive previews of the two latest OS upgrades the Windows Phone 7.5 Mango and Samsung Bada 2.0. And also a sneak peek into the newly launched Apple iPhone 4S. All this and a lot more in this crisp and freshly out of the press issue of My Mobile, even as you gear up to tackle the craziness of festival preparations and the fun of being with family and friends.

Happy Diwali from all of us.

*Pankaj*

**Pankaj Mohindroo**  
EDITOR-IN-CHIEF

## MY MOBILE

### EDITORIAL

**Pankaj Mohindroo** | Editor-in-Chief

Sonia Sharma | Chief of Bureau

Nimish Dubey | Consulting Editor

Surbhi Chawla | Assistant Editor

Mukesh Kumar Singh | Assistant Editor(H)

Harshita Rastogi | Correspondent

Waseem Ansari | Reporter

Heena Jatav | Reporter

### DESIGN

Ajit | Consultant Art Director

Ajit Kumar Parashar | Graphic Designer

Photographer | Abhinav

### OPERATIONS

Puja Mohindroo | Business Manager

Apoorv Bhatnagar | Marketing Manager

Manas Nandi | Marketing Manager

K. Rajagopalan | Advisor-Legal, Accounts & Admin

Pooja Handuja | Manager HR

Deepak Kohli | Manager-Accounts

### CIRCULATION

Amit Prakash | Circulation Manager

### ADVISORY BOARD

Prithpal Singh

S.C. Khanna

S.D. Saxena

Rajan Mathews

T.R. Dua

T.V. Ramachandran

Shiv K. Bakhshi

Sonu Halan Bhasin

Bejon Misra

Edited, published, printed and owned by Pankaj Mohindroo, Published from Flat No. 25, First Floor Shankar Market Connaught Place, New Delhi - 110001. Printed at HT Media Ltd. B-2, Sector 63, Noida. Distributed by Central News Agency Pvt Ltd.

Copyright 2005. My Mobile is a registered trademark of My Mobile Infomedia Pvt Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form- electronic, mechanical, or otherwise, without prior permission.

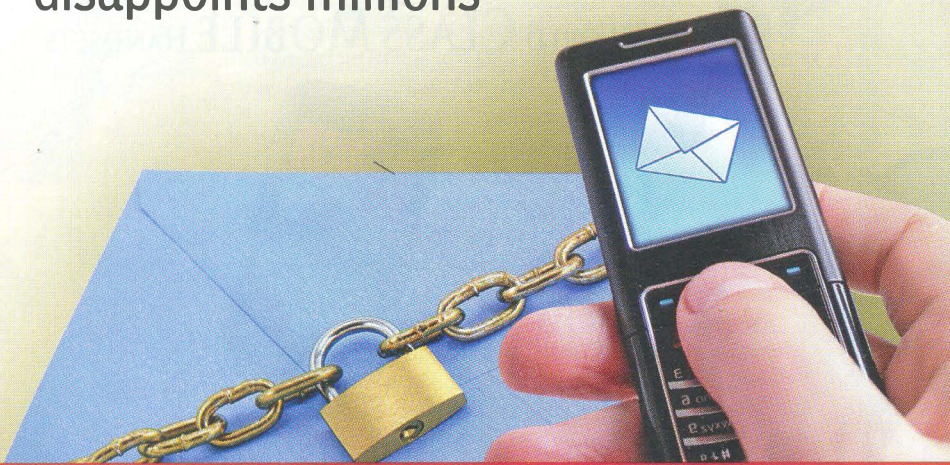
The publishers regret that they cannot accept liability for errors and omissions contained in this publication, however caused. The opinions and the views contained in this publication are not necessarily those of the publishers. Readers are advised to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the reader's particular circumstances. The ownership of trademarks is acknowledged.

Volume VIII Issue IX, OCTOBER 15 To NOVEMBER 14, 2011



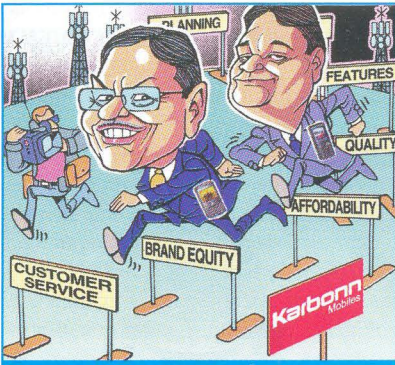
LEAD STORY 28

Darconian SMS regulation disappoints millions



CELL-EBRITY

Bollywood actor Zarine Khan loves BlackBerry



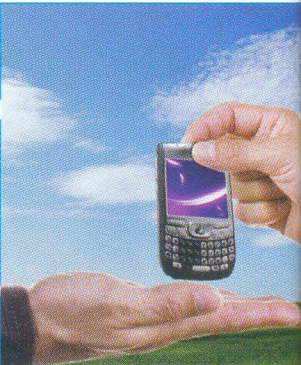
SPOTLIGHT

Karbonn is creating waves in the Indian mobile handset market

36

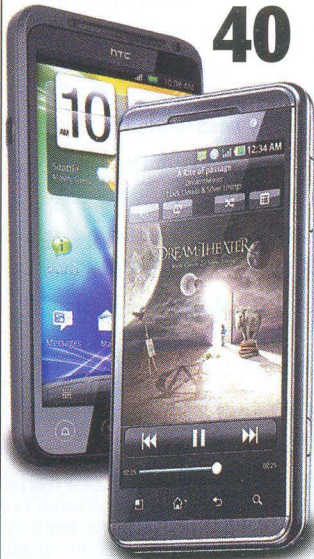
Second hand phones can either be a great deal or a bitter loss

38

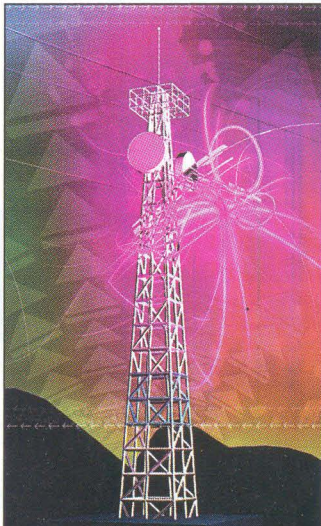


HEADON

40



LG Optimus 3D and HTC EVO 3D challenge each other in the 3D handset segment



CELL CLUES

All you wish to know about Spectrum and its uses

42

CHIEF SPEAK

Francois Mahieu, senior director-product management, Asia-Pacific, Research in Motion (RIM), talks about the future of the handset market

44



Letters	10
Consumer Forum	14
News	18
Event	110
Mobile Doctor	112



# CONTENT

## MY GUIDE

89



## BURN TESTS

FLY	51
RAGE	52
NOKIA C2-03	53
VODAFONE BLUE	54
iBALL SLIDE	56
MOTOROLA FIRE	58
MOTOROLA FIRE XT	60
HTC EVO 3D	62

## PREVIEW

APPLE IPHONE 4S	64
WINDOWS PHONE 7.5 MANGO	66
BADA 2.0	68

Total number of pages=  
116 (112 + 4 cover)

## FACE TO FACE

Anirudh Dhoot, director, Videocon Industries Limited, discusses the company's strategy to succeed in the Indian market

22

Haragopal M, global head -Finacle Infosys Technologies Limited, talks about the potential that m-commerce holds in the country

34

Uno Mehta, vice president and general manager, Dialogic shares his views on importance of value added services

46

Robindhra Mangtani, senior director, GSMA explains how crucial is wireless connectivity to achieve the national broadband targets

87



## JUST IN 48

HTC Explorer, BlackBerry Curve 9360 and Nokia 700 launched

## SNEAK PEEK 50

Gaze into the future to look at Nokia 500 and Sony's Tablet S



## ET-CETERA

From hard drives to HD media players we bring you everything

70

## INFOCUS

Want to use a tablet? Here are the tariffs to let you get the best by spending the least

76

## VAS

Mobile advertising is all set for an evolution

78

## VANTAGE POINT

Mohit Rampal, MD South Asia, Motricity talks about future of VAS in India

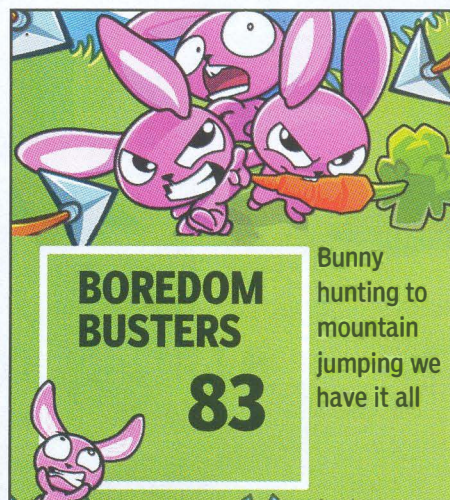
111



## SMART APPS

Make your pictures hot or use a cool keypad for your Android

80

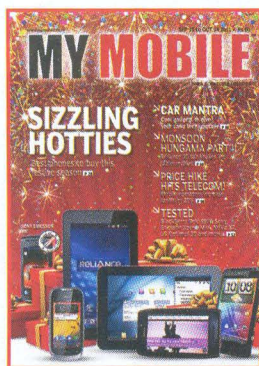


## BOREDOM BUSTERS

83

Bunny hunting to mountain jumping we have it all





ics, to send in their views and the third that talks about the suggestions for the future issues. I hope you will pay attention to my requests and suggestions.

**-Anuj, New Delhi**

I am not a very regular reader of My Mobile magazine but whenever I get the chance, I read it. I always become very curious while reading this magazine as it proves to be very helpful in getting to know about new products available in the market. After reading this magazine I have become so technologically equipped that now my friends take advice from



me before buying a new mobile phone. Through this letter I want to suggest that you should publish information about laptops in your magazine. It would be a great help for readers like me. Anyways I want to thank you

for providing me with valuable information which has made me mobile expert among my friends.

**-Divya Kumar, Kerala**

I am an avid reader of your magazine but could not read last few issues due to some problem. I found My Mobile the best magazine ever in the market. It keeps me updated about various mobile phones, applications and much more. Mobile Doctor, Burn Test and My Guide are the best sections I found in the magazine. There is lot of discussion about 3G in the market today so I wish if you could do a story on this topic. It will really help in enhancing my knowledge.

**-Yashid Raj, via Email**

I wish a very Happy Teachers Day to My Mobile team. Now you must be thinking why I am wishing you so. It is because if we learn anything from anyone than we consider them as our teacher. Your magazine has taught a lot to me. From latest mobile phones to other gadgets available in the market, My Mobile has kept me updated always. I thank My Mobile team for bringing such an informative magazine in the market.

**-Abhishek, Allahabad**

I want to thank My Mobile for the story 'Mobile Internet goes vernacular'. I myself was not able to enjoy internet due to language problem. After reading the article I came to know that now I can access internet in my own language. I just cannot tell you how confident I feel now. The article is full of information. I am looking forward to have some more interesting articles in the upcoming issue.

**-Bibin, Kerala, via Email**

I am a regular reader of My Mobile magazine and really like it. Though I like the style of the magazine but would like to suggest that you should also give handset's SAR (specific absorption rate) ratings along with burn tests and technical specifications. Also My Mobile should go green and write a story focusing on health concerns of handset users.

**-Tim Jones, Uttarkashi**

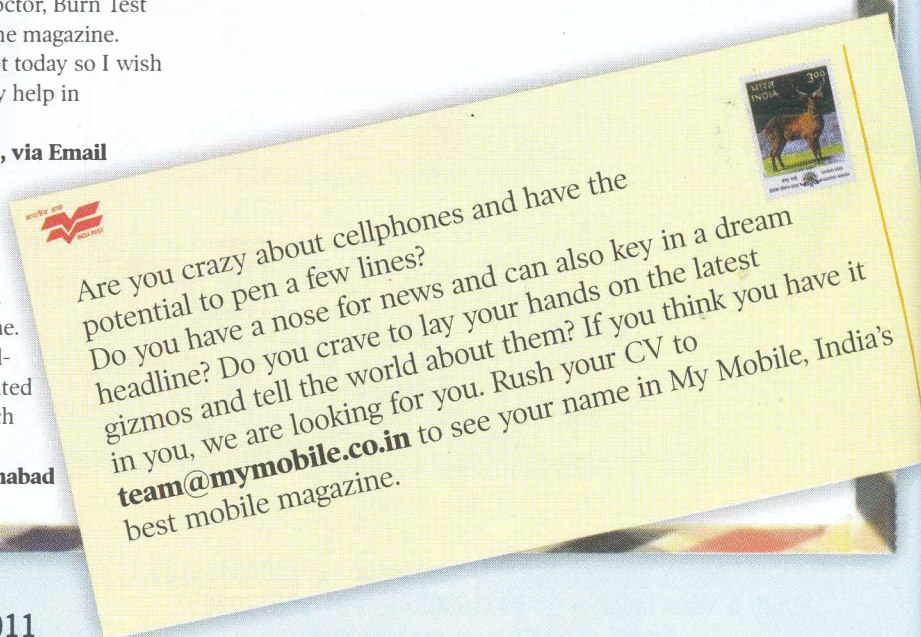


I really like Boredom Buster section of your magazine. It is very helpful and informative for readers like me who love to play games. This section actually helped me a lot in eliminating my boredom. Thank you for this interesting section and keep us entertained with interesting games and apps in the future too.

**-Shreyas, Agra**

I would like to congratulate My Mobile team for the in depth knowledge about mobiles you provide in the magazine. It has really helped me in choosing the handsets that I wanted to have. It not only helps me but to my family and friends as well according to their specific needs. I had heard a lot about 3G and new cheap 3G handsets in the market but learnt about them only after reading My Mobile which helped me in buying my 3G handset and to understand how to use it properly.

**-Suresh Vaidya, Bhilai, Chhattisgarh**





## Complaint 1

I bought Sony Ericsson Spiro W100i in March 2011 and started facing a lot of problems with the camera, Bluetooth, messages, headphones and PC suite too. I took the phone to the dealer who sent it to the service centre and they have not been able to solve all the problems at one go. Most of the time my phone remains in the service centre. When I raised objection they said that since the phone is in warranty, it will be replaced and when I went back to collect my phone three weeks ago but all in vain. Please help.

**-Kabita Taria**

**Sony Ericsson's Reply**  
Awaited.

## Complaint 2

I bought a Nokia 5230 Touch but it started giving me problems in the warranty period itself. I took the phone to Nokia care who asked me to collect the phone after a week. However, later I was told that there was a hardware issue with my phone so it had to be sent to the company and they asked me to come after 20 to 25 days, which was extended by another 10 days and it continued further. Now after 66 days, I still don't have my phones.

**-Priyananda**

**Nokia's Reply**

Trying to contact the customer but customer is not reachable

## Complaint 3

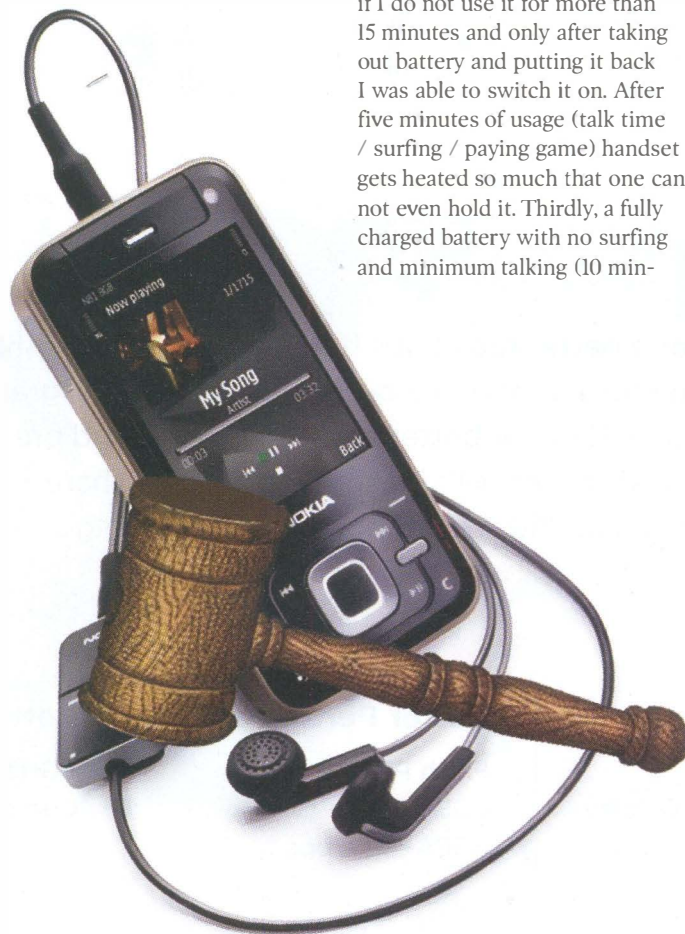
I had activated 750/- 3G plan on my data card (Beetel MF190) but it is not giving me 3G speeds. I tried contacting the customer care through 121 and 198, but it has been of no avail as the data card is still showing Edge network and not 3G. I am using it in Deshpriyo Park, Kolkata. I have also tried to use the SIM on my HTC Desire S phone - it is also showing Edge network and not 3G. However as per the Airtel call centre, 3G is activated. If it is not giving me proper speeds, I am not interested to pay a single penny for 2G services.

**-Shaunak Basu**

**Airtel's Reply**  
Awaited

## Complaint 4

I recently bought Nokia C6-01 from AM mobile (Nokia Priority) from Salt Lake Kolkata, within



three days the handset started behaving erratically. I took my handset to the retailer, they found the problem & sent it to Delhi for repairing. But after one week they said it will be replaced with a new one. On 19/08/11 they called me and said to deposit my original bill to the retailer to get a new handset.

On 24/08/11 the retailer called to say that the handset they sent from Delhi is not a new one, as it has a scratch on the screen. Please help me in getting the issue resolved.

**-Pinakpani Gangopadhyay**

**Nokia's Reply**  
Issue resolved  
**Consumer's Reply**

Handset replaced

## Complaint 5

I purchased HTC sensation in last week of July and within 24 hours handset started giving me problem. The handset turns dead (switches off automatically) if I do not use it for more than 15 minutes and only after taking out battery and putting it back I was able to switch it on. After five minutes of usage (talk time / surfing / paying game) handset gets heated so much that one can not even hold it. Thirdly, a fully charged battery with no surfing and minimum talking (10 min-

I consulted two Nokia care centers and both of them contradicted each other. One of them said that one of its points is not working and costs around Rs 1200 as it is not covered under warranty.

While other said that there is liquid damage and the part needs to be replaced, which will cost around Rs 3500. As such there is no liquid damage to the phone. Just the display conked off while it was charging. Please let me know what can be done to get my phone repaired.

**-Satyander**

**Nokia's Reply**  
Issue resolved  
**Consumer's Reply**  
Handset replaced

## Complaint 7

I am using an Idea prepaid connection for the last 4 months. One of the problem I am facing is that in every few days some of the services (such as night radio pack, word education pack, mitti ke rang, etc) get automatically activated on my number & every time a sum of Rs 10, Rs 15 or Rs 20 is deducted from my account balance.

I tried several times to contact the customer care through the toll free number & I also had visited their outlet but none were able to solve my problem. Clueless about what I should do.

**-Mohammad Raiyan Hasnain**  
**Idea's Reply**  
Awaited

Are you being harassed by a celco that doesn't hear your plea? Email your issues to [consumer-forum@my-mobile.co.in](mailto:consumer-forum@my-mobile.co.in) and we will take up your cause with the concerned company. Kindly mention your contact number at the end of the Email so that we can get in touch with you. Whenever possible, also provide us complete details of the correspondence with the celco.

utes) lasts maximum for 6 hours and lastly the phone hangs.

I now regret giving up my iPhone 3GS for this horrible device. I tried to take help from HTC personnel but they do not have time except for sending emails I would be highly obliged if you can help.

**-Rominder Khanna**

**HTC's Reply**  
Issue resolved  
**Consumer's Reply**  
Thank you for your help. Problem has been resolved-

## Complaint 6

I purchased Nokia X5-01 on 26th March 2011. My Nokia phone charging point is not working and it is under warranty period.



## OPERATORS & TARIFFS

**MTS brings to India MTS Livewire and MTS MTAG 3.1, Announces Disruptive Bundle Usage Offers**



Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand recently announced the market roll out of two of its affordable Android Smartphones—MTS Livewire and MTS MTAG 3.1 packed with attractive usage bundles aimed at the tech savvy youth. Priced in the sub Rs 5,000 category, these smartphones run on Android 2.2 Froyo and come bundled with free talk time, SMSes and data usage. These phones have been positioned as social media enablers for the youth community. Leonid Musatov, chief marketing & sales officer, MTS India, said, "Powered by Android 2.2 (Froyo), these smartphones exude a fine mix of style and technology". He further added, "Given the festive season, we are also planning an aggressive 360 degree communication campaign involving both the phones." MTS Livewire runs on CDMA EV-DO network providing access to high speed data on the move. The Smartphone provides easy access to Google Mail, YouTube, Google Talk and Google Maps. MTS MTAG 3.1 comes with a 2.8" capacitive touch-screen offering 240x320 pixels display. It carries a multi-format audio/video player with a 3.5mm jack and a 3.2 megapixel camera. The phone also has the MTS TV application allowing its users on the go access to Live TV and on-demand video playback. Both handsets have been made available through attractive postpaid and prepaid plans. The livewire comes for Rs 2,999 and MTAG 3.1 for Rs. 3,499 at postpaid, and both give Rs 10,700 worth of free usage at Rs 249 monthly rental.

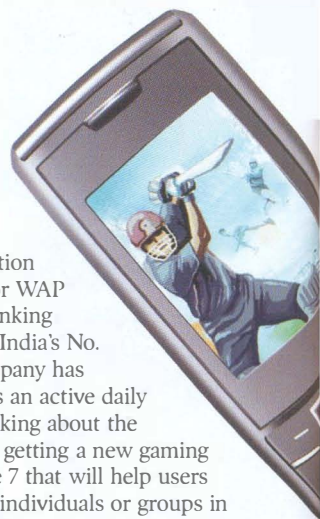
### Aircel and MTS getting into tablet space?

Operators have been quite hands on in getting on the tablet race and MTS and Aircel are expected to join the party pretty soon. MTS is expected to launch a cost effective Android 2.3.4 based tablet soon. There are also speculations that Aircel will be entering this segment shortly too. Till now the pricing and other details of both these tablets are not known. It is noteworthy that Airtel too is offering Beetle MagiQ to its subscribers. Currently it is the cheapest operator based tablet retailing at Rs. 9,999/-. It will be interesting to see how the tablet space will work out in Indian market with operators adding to the competition.

## VALUE ADDED SERVICES/APPLICATIONS/GAMES

### Get social get gaming

Cricket in India has always been nothing less than a religion and the games around the same have always been lapped up with Indian mobile consumers. PlayUp India, which is a mobile generation sports entertainment company, has been looking at this segment quite aggressively and had launched many mobile and web based games. Understanding that the Indian mobile consumer is quite diverse, PlayUp gives an option to the consumers to play these games through SMS or IVR or WAP portal apart from downloading apps for the smartphones. Banking on its social gaming strategy, PlayUp claims to have become India's No. 1 mobile generation sports entertainment company. The company has crossed a fan following of over 1 million on Facebook and has an active daily user base of 0.3 million and more than 60,000 likes a day. Talking about the future roadmap, PlayUp also indicated that it is in process of getting a new gaming application for iPhone, Android, BlackBerry, Windows Phone 7 that will help users keep track of 20,000 matches and even hold conversation as individuals or groups in regards to the matches.



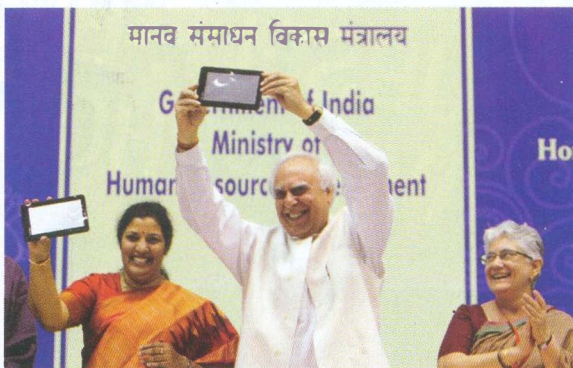
### S Mobility focuses on Mobile Internet

S mobility, a fastest growing mobile device manufacturer in India has announced to focus on Internet ready mobiles in its annual general meeting. In fact the company has changed its strategy to become a mobile internet company. The company has decided to bring its various associate companies and subsidiaries that are set up in Africa's Ivory Coast, Middle East, India and South-East Asia together under one fold. The change in strategy emanates from higher revenues expected from data, especially when it has been estimated that 90% of Indian population will use Internet for the first time on a mobile phone as opposed to developed nations where most households have a personal computer. As per company's officials, the stance is expected to double Spice group's revenues in the next two years.

## POLICY & REGULATION

### Now a tablet at just Rs 2,250

Minister of Human Resources and Development, Communications and Information technology, Kapil Sibal launched a tablet called Aakash with an aim to provide technology



access especially to children of rural areas. It has been designed, developed and manufactured by DataWind Limited in partnership with IIT Rajasthan, under the HRD ministry. While considering the moment as an important milestone in the history of India, HRD Minister Kapil Sibal said, "The rich and prosperous can have easy access to the digital world but the poor and ordinary have excluded from reach-

ing technology. Aakash will eliminate the digital divide by bridging the difference." The Aakash is an Android 2.2 based 7.0-inch touchscreen tablet, which is equipped with HD video co-processor, core graphics accelerator, 256 MB RAM and also has two USB ports. It has browsing capability along with 3G and Wifi support. The device has 2 GB internal memory and comes bundled with 2 GB microSD card. The memory of the device can be expanded up to 32 GB. DataWind, CEO, Suneet Singh Tuli said, "This is not only a concept that applies to India, but has ignited the imagination of governments around the world. The Aakash is proudly made in India and is destined to revolutionise computing and internet access for the world." DataWind has established a new production facility in Hyderabad, India. The event was followed by free distribution of the tablets to near about 500 students of different institutions of various states across India. 100,000 tablets will be given to the government at an all inclusive price of Rs 2, 250 which will be further given to institutes and colleges all across the country by the government at subsidized rate of Rs 1, 750.



## HANDSETS & MORE

### HTC unveils HTC Explorer, an affordable smartphone



HTC Corporation has unveiled HTC Explorer, its most affordable smartphone and the latest addition to its global portfolio of devices. The handset promises advanced smartphone experience to first time smartphone customers and has curved yet compact design. HTC Explorer offers 3.2" HVGA touchscreen and 3.0 megapixel camera. Integrated with HTC Sense, the Explorer claims to offer sharp graphics, vibrant animations, a wide variety of widgets and a cinematic and immersive weather experience. It also includes customisable lock screen that functions as a real time window and also has Smart Dialer that displays a one-touch menu for quick dialing of contacts. The phone provides a complete web browsing and allows user to run all applications in Android Market. It also enables its users to control their data and mobile services with a usage monitor that tracks call minutes, messages and data to keep them on top of their spending. The HTC Explorer will be available across key markets in India from Q4 2011 in Metallic Black, Active Black and Metallic Navy colours.

### Festive dhamaka by Nokia

Nokia, India's biggest mobile handset brand, announced the launch of its affordable dual SIM music phone, Nokia 101. The phone is Nokia's fifth dual SIM phone launched in the last few months in the most affordable category. Also at the same time Nokia has also announced the launch of Nokia 100, a single SIM variant in the same price category. According to the company, these latest offerings are targeted towards the first time users, who are price conscious and seek simplicity in their mobile phones. With its dual SIM capability, Nokia 101 has an integrated MP3 player, FM radio, loudspeaker and expandable memory up to 16 GB. Apart from basic features both the phones also offer Nokia Life Tools and Nokia Money in India, providing instant access to locally-relevant information on healthcare, education, agriculture and entertainment. The Nokia 101 is priced at Rs 1,699 whereas Nokia 100 at Rs 1,399 and both phones are expected to hit the Indian market in the month of October this year.



### LG unleashes Dual SIM attack

There was a time when a decent 3G dual SIM phone from any of the global players was a rarity. But now it seems that they have woken up from their slumber and are releasing dual SIM devices at a lightning fast speed. And the latest offering in this segment comes from LG. LG A350 is a new trend setter in the market especially for those who want more features at a lesser price. It is a feature packed powerful phone priced conveniently at Rs 4,000. It is a Dual SIM phone and is equipped with a 1.3-megapixel camera with features like white balance, exposure control, night mode and video recording. The phone has ROM of 256 MB and RAM of 128 MB with expandable memory up to 32 GB. The best thing about the phone is that it supports video calling and has a front facing VGA camera for the same. As far as 3G goes, it supports HSDPA that can give decent Internet speeds. For the music enthusiast in you, the device is equipped with FM radio and MP3 player and it also supports Bluetooth connectivity. At present LG A350 is the only Dual SIM 3G phone available at the price of Rs 4,000 in the market. The phone is available in black color.

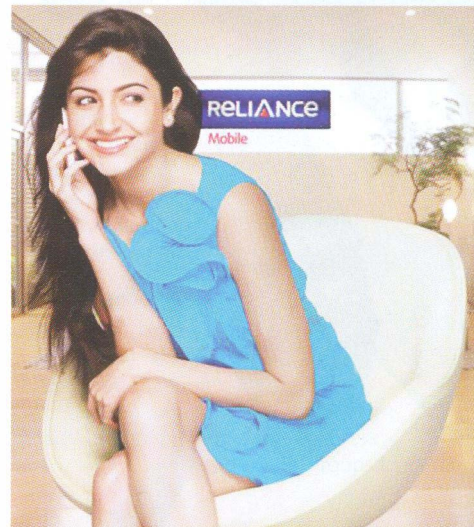
### Beetel comes with its Newbie in the market



Beetel Teletech, a Bharti enterprises group venture unveiled its new, GD 470, phone for the Indian market. The dual SIM phone is the first touch-screen in its series of handsets in the market so far and comes easy on the consumer's pocket. As per the claims made by company, the phone ensembles a range of features packed in its 2.8 inch screen like Bluetooth, FM radio, sound recorder, 1.3-megapixel camera, and carry a 1000mAh battery. It supports MP3 playback and plays video at 25 fps. The phone can support up to 8 GB of data by extending its external memory. The handset has Beetel World which comes with some social networking sites and other such entertainment applications in it. The phone is available at a price of Rs. 3300, which can be counted as an advantage to it.

## TECHIEWOOD

### Reliance relies on Anushka Sharma



After having Hrithik Roshan as the brand ambassador for quite some time, Reliance Communications has now got on board Anushka Sharma. Brand ambassadors have always been closely associated with the telecom sector. Be it the handset brand or the telecom operators, both have been banking upon the known faces to connect with their target audience. Reliance Communications (RCOM) too is no exception in regards to the same.

Hrithik Roshan has been associated with the brand since 2009. However, now the company has replaced junior Roshan with bubbly Anushka Sharma. Anushka, who has made it big with Rab Ne Bana di Jodi and Band Baaja Baraat is said to have an immense youth connect. Anushka is seen with MTV VJ Ranvijay in many Reliance Communications ads and is creating huge sensation in the market.

### Twitteratti

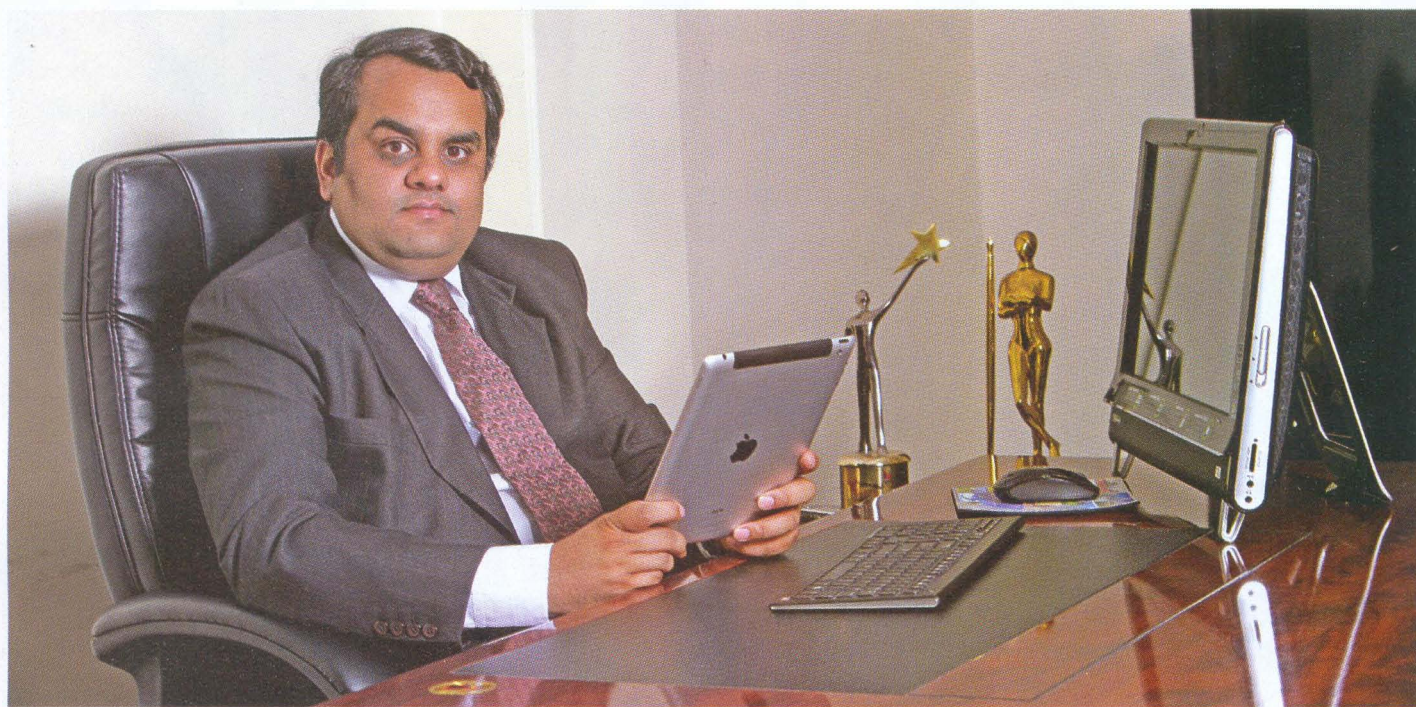


Actor Uday Chopra talking about his relationship with Apple and launch of Kindle Fire gushed, "I know I'm married to Apple but feeling hugely conflicted looking at the new Kindle Fire...just hope the wife (iPad) doesn't find out".



## “TABLETS ARE ON OUR PRODUCT ROADMAP”

A technology enthusiast himself **Anirudh Dhoot**, director, Videocon Industries Limited has taken his company toe to toe against some of the biggest brands in the world. And won. We caught up with him to talk about Videocon's mobile plans **Sonia Sharma**



### How has your experience in consumer durables helped you in establishing a strong presence in the mobile devices segment?

Videocon is into consumer durables and we also have a DTH business. Thus mobile phone is only a natural progression for us. It acts as a third screen in our business. In fact, with convergence happening at lightning speed, we expect these streams to converge too and when this happens we will be ready with our products and services. So for us to be in this category is pretty natural. Because we understand this business, the consumer psyche and we feel that the technology integration will happen soon. Our entry in the mobile market is apparently a little late and we followed our strategy of not going for a pan India launch. Instead we did a phase-wise launch and first covered the smaller towns and cities. We did this because we have a strong link with the consumer psyche and we wanted to compete in the category of affordable devices. This along with our wide distribution network and brand recognition enabled us to compete in such a crowded market. We have seen an extremely good response from

various markets in India like Hyderabad and Vishakhapatnam. We are capable of planning and starting mobile manufacturing in India pretty soon.

**How do you plan to converge the various screens? Do you see the hunger for such services among consumers?** Yes, right now is the time to offer convergence devices and services to the consumers. Ten years ago a technology like this had no takers but now with the growing awareness about such solutions, availability of better networks and the increasing purchasing power of the consumer, there is a lot of demand for integrated content. The real issue is how to take it to the masses and that is where we come in. This is because our aim is to take these products to smaller towns and villages. At the same time, we want to keep our products simple to an extent that a fifth standard kid is also able to use it. As far as the mobile phones segment goes, we all know that there is a very quick uptake of new features and services and in line with that we will soon be launching our Android and touchscreen devices. Tablets are also on our

product roadmap but first we want to observe this segment and then launch a device that will make a strong impact.

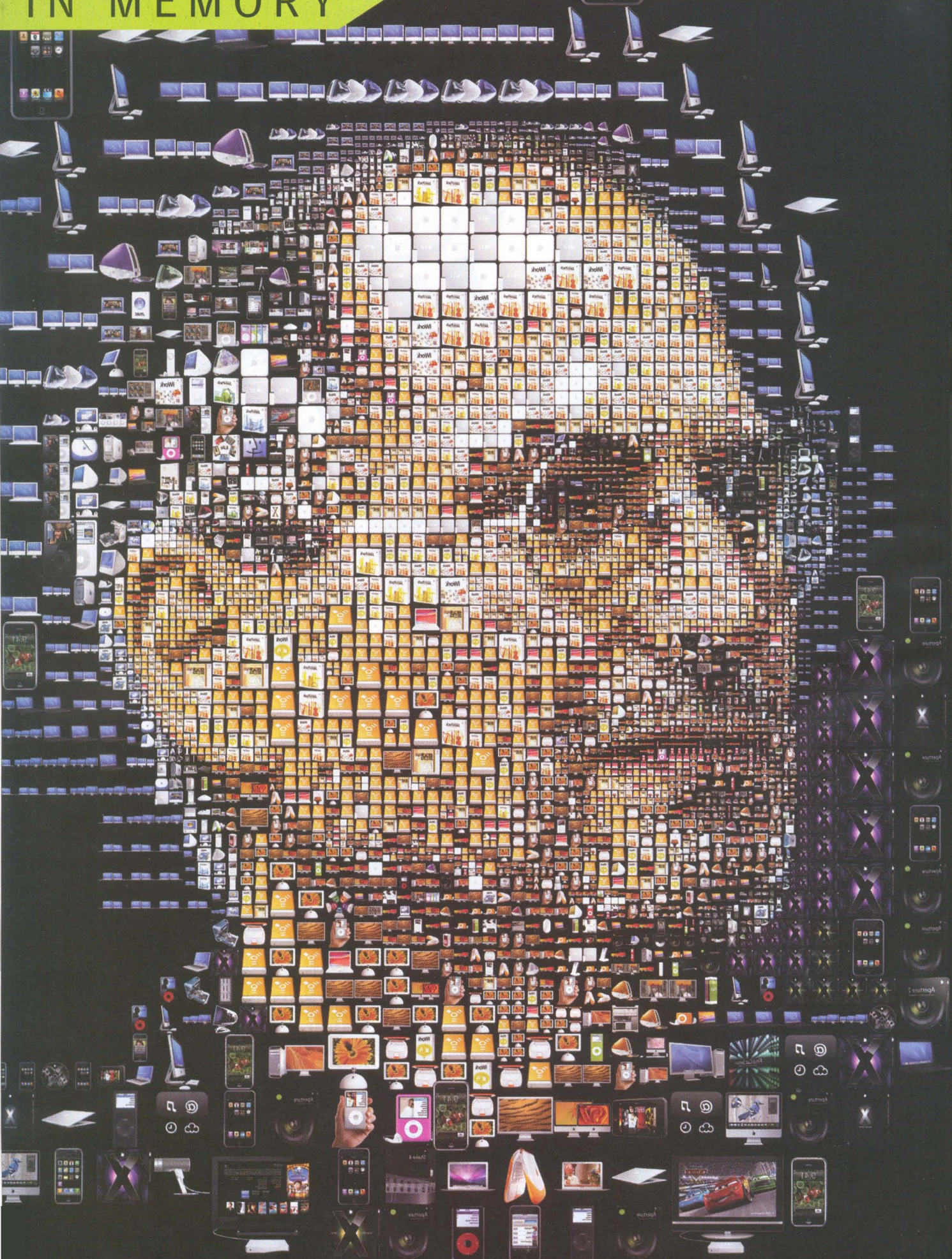
**What steps are you taking to make your after sales service more robust?** With so much competition in the market, its very important to maintain good service standards because that is what ultimately decides a brand's identity among people. Our ultimate aim is to develop an online services system because people today don't have the time to go to a service centre. We want to resolve customers problems as early as possible. With more and more consumers coming from the rural areas, the real challenge is to take the same level of services to the hinterlands of the country.

**When it comes to sales what numbers are you expecting?** By next year we are aiming to sell around two to three lakh mobile phones per month. Once we are fully prepared with our product line up and services we expect to do even better. ■

sonia@mymobile.co.in



# IN MEMORY





# AN ERA ENDS

**Steve Jobs breathed** his last on October 5. Our tribute to the man who many believe was the most influential person in the tech world

**Nimish Dubey**

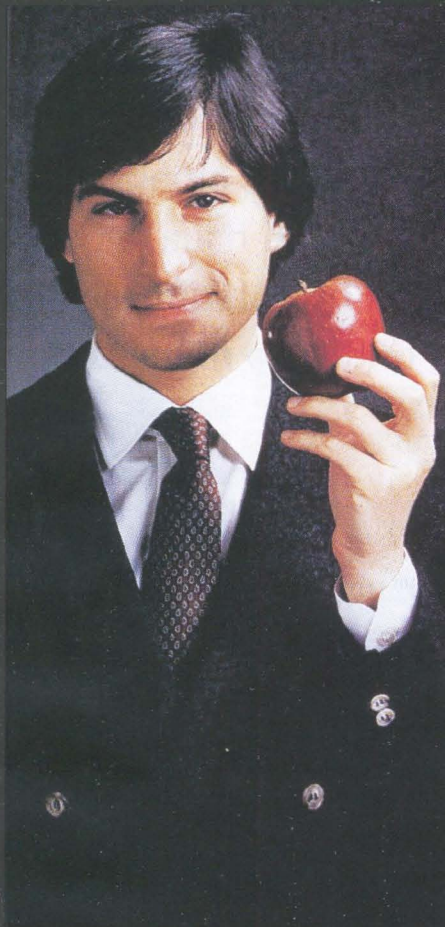
**T**he news that Steve Jobs had succumbed to cancer did not come to many as a surprise – he had been growing frail in front of our eyes. But it was a blow nevertheless. On October 5, masses of people appeared outside Apple Stores, some weeping openly, some offering flowers, others just posting notes on the walls, expressing their regard and admiration for a man who had changed the way we use technology. Twitter was burdened with thousands of tweets and social networks and political and business leaders rushed in to pay their regards and tributes.

We are unlikely to see such an outpouring of grief for the death of any person in the tech world again.

For Steve Jobs was no mere tech visionary. Yes, he was associated with products that were commercially successful or was the founder and CEO of one of the most innovative companies in the world. But what made him special was the fact that even while the world followed a set path, he marched to a different beat. It was one that put consumer experience above everything else.

This was reflected in Apple's products. Yes, they did not come at throw away prices, but they were easy to use, looked good, and worked very well indeed. No matter what the competition offered, an Apple product would always seem to work more smoothly and almost always looked better.

The Macintosh. The iMac. The MacBook Pro. The MacBook Air. The iPhone. The iPod. The iPad. The iTunes App Store. Mac OS X. iOS. Many CEOs would give all their limbs to just have been associated with one of these products. Jobs was associated with all of them, and indeed considered



to have been the moving force behind many. And through all of this, what made him stand out was his accent on keeping things simple. Not for the company, but the consumer. The iMac did away with the tangle of wires that was the trademark of most desktop computers. The iPod made music ever so portable and easy to control with just a scrollwheel. The iPhone threw styluses out of the window for touchscreen phones. The iTunes App Store yanked app installation

out of uber geek territory. And the iPad made tablets cool again – just by being so easy to use (my 65-year-old mum can manage one).

Like all legends, he had his critics. There were many who accused him of being autocratic and being tough to get along with – he was thrown out of Apple in 1985. The open source fan brigade accused him of promoting closed standards. Many accused him of producing devices that were just good to look at and supported by lots of hype, but did not have much substance in hardware terms – you still hear people carping about why the iPad does not have a USB port, and why the iPhone does not have a removable battery.

But the consumers loved his products. And by proxy, the man himself. His presentations and product launches became matters of almost tech myth and legend. And almost everyone learnt to wait for the phrase “And one more thing” at the end of these, when he normally whipped out a new device to surprise the world. Indeed, there were many who had expected someone to pop out on stage during the presentation of the iPhone 4S and say “One more thing.” Little did they know that not only would that not happen, but the man who made those words famous would breathe his last within a day of the unveiling of the device.

An era has ended. The world is Jobsless. Apple will go on and perhaps even scale greater heights, but we will never see the man with the glasses, faded jeans and black turtleneck perform his wizardry on stage again. And will be all the poorer for that.

RIP, Steve. ■

[nimish@mymobile.co.in](mailto:nimish@mymobile.co.in)

Photo Courtesy: [allaboutstevejobs.com](http://allaboutstevejobs.com)



# THE 100 SMS TYRANNY!

**Is stopping everyone** from sending more than a hundred text messages a day the best way to stop mobile spam? Or is it a violation of the rights of a consumer who is willing to pay for a service? We take a look at TRAI's latest move to restrict consumers from sending more than 100 SMSes a day

**Heena Jatav**

**A**nuj, a Delhi University student loves both reading and sending jokes from his mobile. He has a big group of about twenty friends with whom he shares these jokes. He was in for a rude shock on September 27. "I got a huge shock when I was told that I had reached the limit of sending SMSes for the day and would not be able to send any more messages. I had to borrow a phone from my sister to send an important message to my friends," he remembers.

Something similar happened to Divya, a management student at Delhi who uses SMS to coordinate schedules with her classmates. "I am a representative of my class and have to inform my classmates every now and then about lectures, projects and assignments. And I usually use SMS for this purpose as it is more convenient and less intrusive. But this 100 SMS cap in a day has made my work difficult and expensive. Now I am contemplating leaving this responsibility because obviously the college is not going to pay me for this," she

says. And it is not just the college crowd that is feeling the brunt of this cap. Rahul, a marketing professional in Mumbai says this law has been wreaking havoc with his social life. "I generally chat with my girlfriend through SMS and my messages exceed more than 100 in a day very easily. But due to this law, me and my girlfriend are suppose to suffer. This is totally unjust. If the government wants to curb telemarketers then they should make some strict law for them not for users like me," he points out.

As can be seen, none of these consumers are in the least happiness with the new directive from the Telecom Regulatory Authority of India (TRAI), the regulatory body for the telecommunications sector, which has limited the number of SMSes, that one can send to 100 per day. This move comes in order to curb the menace of SMS spamming, when the National Do not Call initiative failed to be effective enough.

Although this move might succeed in curbing unwanted and unsolicited text messages, it does raise the question as to why a mobile





user has to suffer for the excesses of telemarketers? The irony of the situation is that it was the consumer who got harassed by these SMSes and now it is the consumer who is on the receiving end again.

## THE RATIONALE BEHIND THE RULE

A person who is not very conversant with how the telecommunication industry works and grows would not find any flaw in the law—after all, most people do tend to send fewer than a hundred texts a day. But a regulator thinking on these lines is flabbergasting. Unfortunately, that is exactly what has happened and ironically, the regulator even has taken feedback from operators while making this rule—very intriguing considering that SMS is still a revenue generator for service providers. However, when we contacted operators to confirm whether they had indeed recommended the figure of 100 texts to the regulator, most of them refused to comment point blank.

The TRAI is of the view that a normal user generally does not send more than 40 to 50 SMS in a day. But it is also true that a significant number of mobile phone users do send more than 100 text messages per day. A number of college students fall into this category, as most of them prefer using text messages on their handsets, rather than making calls which make deep inroads in their limited pocket money. Now, according to the Statistics of Higher & Technical Education 2008-09 report by the Department of Higher Education, Ministry of Human Resource Development, there were almost two crore enrollments in the higher education colleges and universities in the country in one year. Three years since, it is an open fact that the number of colleges as well as enrolments in the higher education institutions is increasing significantly. So, the number of people affected by this draconian law is more than the population of many countries across the world. The 100 SMS per day rule has also been formulated





without considering one very simple fact. A single SMS means 160 characters including spaces. The moment you write the 161st character it becomes the second message, but you can send multiple messages in one go. Now on an average, a SMS can range between two to five SMS lengths generally. In that case you are effectively getting maximum 20 to 50 SMSes in a day depending on the length of the messages themselves. Considering this, the 100 SMS limit seems to be completely unreasonable and one really wonders whether this was an oversight or a deliberate attempt to fulfill selfish business objectives.

## THE POWER OF SMS

Text messaging is the most widely used non-voice application in the world with 2.4 billion active users. The service originated from Radio Telegraphy and the first SMS message 'Merry Christmas' was sent in December 1992 by Neil Papworth of UK from his personal computer to Richard Jarvis, a Vodafone GSM network user.

Today SMS has become a massive commercial industry. The service is significantly cheaper than placing a phone call. With the introduction of discounted SMS packs, more and more consumers are opting to send a text rather than make a call. It has not only benefited regular users but also advertisers and service providers.

SMS is used as a VAS service, marketing tool, advertising and is an important medium of communication. Telemarketing firms use SMS for promotional and advertising purpose. Telemarketers drop SMSes in consumer's inbox for selling their services and products, whereas a regular user uses this service in many ways, although mainly as a communicating tool. A majority of people prefer sending an SMS over a phone call- it is cheaper, takes less time, and in most cases, delivers the message.

SMS not only saves money but also proves immensely helpful in those conditions where a person cannot answer a phone call, such as while they are in a meeting or during a lecture. People also send a number of SMSes to participate or vote in reality shows. The service has also proved to be a big revenue earner for telecom companies and is a Godsend for those who cannot hear or speak, as it allows them to communicate using mobile telephony (imagine restricting them to a mere 100 messages a day – would you ask a person to speak only 100 times a day).

According to Portio Research, messaging still dominates non-voice revenues worldwide. As per its report,

**THE SERVICE HAS ALSO PROVED TO BE A BIG REVENUE EARNER FOR TELECOM COMPANIES AND IS A GODSEND FOR THOSE WHO CANNOT HEAR OR SPEAK, AS IT ALLOWS THEM TO COMMUNICATE USING MOBILE TELEPHONY (IMAGINE RESTRICTING THEM TO A MERE 100 MESSAGES A DAY – WOULD YOU ASK A PERSON TO SPEAK ONLY 100 TIMES A DAY)**

the worldwide mobile messaging market was worth USD 179.2 billion in 2010, will pass USD 200 billion in 2011, will break the USD 300 billion barrier for the first time in 2014 and will reach USD 334.7 billion by end-2015. Placing restrictions on such a service seems unfair.

## SMS AS A NUISANCE

But technology can also be used to harass the very people it is supposed to benefit. And SMS has not been immune to misuse. Due to its obvious effectiveness, telemarketers use this service by sending hundreds of unwanted messages to consumers. People who are not registered under the Do Not Disturb (DND) service get a flood of promotional SMSes in a

day- in many cases, even those registered in DND are not spared by these SMS spammers.

The problem is not a new one. It all started when companies realized the potential of reaching out to customers through mobile phones. At the same time, operators decided to cash in by selling the data of mobile numbers of their subscribers. Things reached such levels that special packages were developed to enable these telemarketers to reach out to consumers. After a lot of hue and cry over harassment of consumers by telemarketers, TRAI came out with the National Do Not Call (NDNC) Registry. Through this the subscriber could register their number in the DND list and telemarketers also had to get registered for offering promotional services and had to filter their database through the NDNC database and then make promotional calls to subscribers. If the process was not followed then the telemarketer was to be fined. People adopted NDNC in huge numbers and thus promotional calls became a rare occurrence.

But then started the SMS mayhem and many people started getting promotional SMSes on their phones, highlighting the ineffectiveness of the NDNC system. Even after the announcement of Do Not Disturb service by TRAI, there were many loopholes in the law which led to its failure.

The primary objective of the National Do Not Call Registry (NDNC) was to curb Unsolicited Commercial Communication (UCC) in which the NDNC Registry will be a





data base having the list of all telephone numbers of the subscribers who do not want to receive UCC. To discourage telemarketers who make calls to the numbers registered in the Do Not Call List, a provision was made in which Rs 500/- shall be payable by the telemarketer to the service provider for every first UCC and Rs 1,000/- for subsequent ones. However, the rule was not effective because of the insignificant fine that was levied on the defaulter.

The benefits for the companies promoting their products as well as operators due to the calls and SMSes were too great to be affected by such relatively small fines. Not many subscribers had the time or energy to register a complaint if they got an unsolicited call. What's more, it was not mandatory for the telemarketers to register themselves with the authorities, giving them ample scope to carry on undiscovered and keep pestering the consumer.

Telemarketers fall in two categories, registered and the unregistered one. Registered telemarketers are those who get themselves registered with Department of Telecom (DOT) and can contact consumers for marketing propose but cannot contact those consumers who are registered under National Do Not Call Registry (NDNC). Telemarketing firms that do not abide by the do not call list can receive steep financial penalties.

Now non-registered telemarketers are those who do not register themselves with DoT and contact consumers for various marketing deals using enterprise mass messaging solutions offered by the operators. And these were the ones who were growing exponentially in numbers making it harder for the consumers.

### A TWO-PRONGED APPROACH

In its new Telecom Commercial Communications Customer Preference Regulations (TCCCP) implemented on September 27, 2011, TRAI has taken some stringent steps to curb the SMS menace and also to ensure that those who wish to get these SMSes get a choice. Thus, instead of the NDNC we now have a TCCCP regulation that allows you to pick and choose the categories

for which you wish to get alerts and updates. A special number series '140' has been identified for the telemarketers and they will be given a special registration code that will help in identifying to which category they belong and who is their access provider. A lot of onus has been placed on the operators to ensure that all the processes for registration of telemarketers and its subscribers in the database are done properly. Failing that, the operator can be charged Rs 1- 10 lakh, depending on the number of times the operator has defaulted. After the third contravention, the authority has set the fine at Rs 10 lakh for every next failure. However once a telemarketer is registered successfully in the database, there is no limit on how many SMSes they can send to the subscriber between 9 AM to 9PM.

On the other hand, the subscribers now can register themselves to either not get any promotional SMSes or choose between various categories like Real Estate, Education, Health, Banking/ Insurance/ Credit cards, Consumers goods and Automobiles, Communication/ Broadcasting/ Entertainment and Tourism and Leisure. Once they do, they can get promotional SMSes on their choice of subjects between 9AM and 9PM. Consumers can now register themselves by dialing 1909 or by simply sending a SMS to 1909. In case users want to opt for a fully blocked category, they can SMS "START 0" to 1909. There is widespread





appreciation about the regulator's move to curb the SMS menace. "I am very happy with this rule because earlier when my phone beeped for a text message, I expected a message from a person I knew, but was enraged on knowing that it is from some telemarketing firm. Now I'll get relief from these marketing SMSes," says Rajesh Kumar, a businessman from Faridabad.

## WHY THE 100 SMS THING THEN?

All the regulations that have been made by the regulator will work only if the telemarketer is registered in the National Telemarketer Register. However, there is no control over those who are not registered in the database. Even if mass SMS solutions are not provided to them, they can opt for SMS packs which offer up to 2000 SMS per day on discounted rates. In order to stop these miscreants, TRAI has introduced the 100 SMS cap for everyone, whether it's commercial or otherwise. Under the new Per Day Per SIM rule access, providers shall withdraw all telecom resources allocated to a telemarketer except those telecom resources which have been allocated in accordance with the provisions of the regulations. They must ensure

that any commercial communication including SMS, other than transactional messages, is sent to a customer only between 0900 Hrs to 2100 Hrs. Before permitting a customer to send a specified category of SMS beyond the limit of one hundred SMS per day per SIM, the Access Provider shall obtain an undertaking from such customer that they shall not use such telephone number for sending any commercial communications. However, TRAI has made some exemptions which say that messages from a bank to its customers or from Airlines to its passengers, and likewise from the schools to the students/parents are classified as Transactional messages and the limit of 100 SMS does not apply to the Transaction messages, and neither does the time restriction of 9 am to 9 pm.

## NOBLE INTENTIONS, IMPERFECT IMPLEMENTATION

TRAI's intentions for the 100 SMS rule might be noble, but the whole issue is against an

individual's right to communicate and to choose the medium they wish to communicate through. Why a blanket ban at 100 SMS? What if someone had to send an emergency SMS and has already exhausted their 100 SMSes quota? Why could not the experienced professionals at the helm of affairs in TRAI come up with another solution? Why not limit the discounted SMS rates at 100 per day, and if one wished to send a 101st SMS, allow it to be sent at a normal or even a higher rate. Instead of punishing the customer, why not hold the operator responsible to ensure that its special SMS packs are not misused? We received no convincing answers to these questions. However the industry is abuzz with a conspiracy theory that lays the blame at the door of relatively new operators in the country. These operators entered the market when the 2G spectrum was allocated in 2008, but have been struggling since to establish themselves in the Indian market. With almost negligible revenues from voice or data, selling mass SMS

## FUN SMS FACTS

The first SMS message 'Merry Christmas' was sent in December 1992 by Neil Papworth of UK from personal computer to Richard Jarvis, a Vodafone GSM network user



packs is a lucrative revenue stream for them. This is because the actual landing cost for an SMS is Rs.02 (2 Paisa) and even if they sell a pack at Rs 0.05 or Rs 0.10 per SMS, the profits are quite handsome. Now in order to curb this revenue stream for the newer players, the older ones let the 100 SMS rule be applied because they already have a huge subscriber base to earn from. And in this tug of profits, the poor consumer is getting affected.

Moreover there are still many loose ends in this regulation. For instance, if an individual has to send more than 100 SMSes for non-commercial purposes, he/she has to submit an undertaking to the operator, who will register their names in the national telemarketer register even when they are not telemarketers. Considering the fact that it takes days to get a caller tune deactivated on your cell, one can only imagine what havoc will be wreaked for getting the exemption under this rule. One cannot blame the operator either- the number of requests will be so high that it will become an uphill task to carry out this process smoothly.

The 100 SMS limit also applies to SIM cards, rather than their owners, so if one is hell bent on sending more than 100 SMSes they will buy multiple SIM cards (which hardly cost anything these days). R. S Mathews, Director General of COAI has expressed valid concerns and has asked TRAI to reconsider limiting

## A CUSTOMER MAY ALSO EXERCISE HIS/HER PREFERENCE BY SENDING SMS TO 1909

SMS Code	Category
"START 0"	For fully blocked list
"START 1"	for receiving SMS relating to Banking/Insurance/Financial products/credit cards
"START 2"	for receiving SMS relating to Real Estate
"START 3"	for receiving SMS relating to Education
"START 4"	for receiving SMS relating to Health
"START 5"	for receiving SMS relating to Consumer goods and automobiles
"START 6"	for receiving SMS relating to Communication/Broadcasting/Entertainment/IT
"START 7"	for receiving SMS relating to Tourism and Leisure

100 SMS Per SIM Per day (PSPD). "While we are eager to stop the menace of pesky communications, which is essentially an invasion of consumers' privacy, we are equally concerned that consumer rights are protected and that they should have freedom to choose any method of communication be it voice or SMS suitable to their requirements without putting any artificial restriction," points out Mathews.

## MESSAGING...WITHOUT SMS

While you might not be able to send more than 100 SMS a day, there are ways through which you can stay connected through text messages, and even end up saving a lot of money. With GPRS getting more affordable by the day, all one needs to do is download mobile instant messengers (IMs) on their mobile handsets and send as many messages as they want. The advantage of these applications is that they are not limited like SMS and also provide various other interesting options like video chat, group chat, send file, share photos etc. One such service that became very popular even before the SMS ban is the BlackBerry Messenger (BBM), which is however, restricted to BlackBerry handsets. There are other options that work on multiple platforms like Nimbuzz, Whatsapp, and RockeTalk,

"We saw some upward trend in terms of registration even 15-20 days before this law came into force. This showed that people were not just aware of the regulation but were also looking at trying out other alternatives," says Jamshed V. Rajan, country head, Nimbuzz India. "We are majorly a smartphone application but the uptake is even higher on the basic feature handsets. We are the one of the Top 3 applications that is downloaded from the Ovi Store," he adds. Apnacircle.com, a business and career networking website which also has an iPhone application will soon be launching a BlackBerry application after this Diwali and an Android-based application in November. "We

will soon be launching different types of applications. These applications are good for consumers as well as for the economy. They will not only allow user to send unlimited texts but will also provide other options like video calling and chat, etc," says Yogesh Bansal, founder and CEO, Apnacircle.com. Most smartphones these days also come with a preinstalled IM client of some sort or the other, and almost major smartphone OS has a powerful array of IM clients available for its users. Google had Google Talk, Facebook has Facebook Chat, Microsoft has MSN Messenger, and even as this is being written, Apple is readying its iChat service which will allow iOS users to swap text messages without having to use the SMS application. So if you are willing to use a little data, you can easily sidestep the SMS limit restriction.

## A FINAL WORD

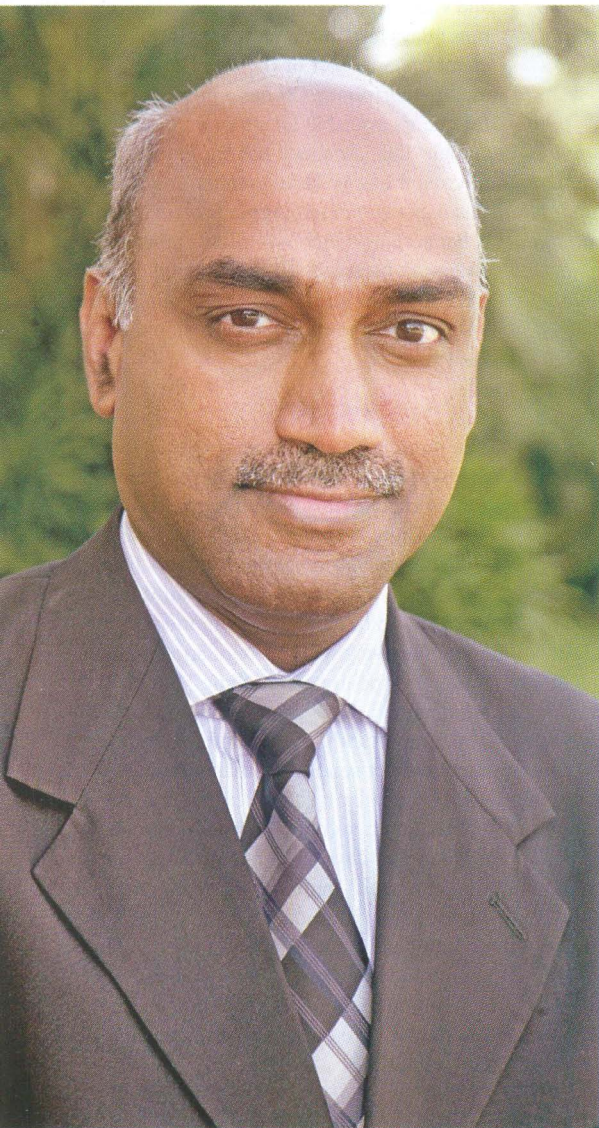
The more one looks at the situation, the more one wishes that TRAI had adopted some other way of curbing unsolicited telemarketers' messages. There is no surety that this new rule will succeed where its predecessors failed. "I think the regulation is good because people were fed up of receiving spam messages. But how effectively will this regulation be implemented is the important thing," said Ravi Sundararajan, VP-marketing, SMS GupShup. Most importantly, it is something absurd that users cannot send more than 100 SMS in a day even on regular tariffs. Even if a majority of people on an average do not send more than 40 SMS in a day, there is still a large population that sends more than 100 in a day. And in a country like India where the mobile subscriber base is so vast, even a minority translates into large numbers. TRAI might think it has bottled the SMS genie, but we think it might just have created more problems than it has solved. ■

heena@mymobile.co.in



# “We are ready for M-Banking!”

**Mobile Banking** is all set to make its presence felt in India. Haragopal M, global head -Finacle Infosys Technologies Limited, talks about the scope and challenges in the M-banking scenario in India  
**Surbhi Chawla**



**What is the size of the M-banking market in India?** As per industry reports in May 2011, there were about 775 million mobile phone subscribers in India. About 5 per cent of these subscribers i.e., 3.8 million were registered for mobile banking and only 0.5 per cent, i.e., 0.2 million were using it regularly. About 0.7 million transactions totaling to about \$ 13.5 million are being carried out each month. To share a perspective of the future, as per one estimate by 2015, about \$350 billion in payment and banking transactions could flow through mobile phones. (Data as per BCG India - Digital India: The Rush to Mobile Money)

## **Tell us a bit about mobile banking**

**2.0.** Finacle mobile banking 2.0 is a multi-channel enabled solution which offers banking and payment services to retail and corporate customers on multiple mobile devices. It uses mediums like SMS, USSD, mobile Web and downloadable application modes across varied platforms such as Android, iOS, Windows and Blackberry. It is a multi-lingual, multi -currency and multi-entity enabled solution which offers a secure means to conduct transactions via multi-factor authentication and end to end encryption.

**What are the challenges for Mobile banking in the current scheme of things?** Device interoperability, security, illiteracy and accessibility are some of the major challenges being faced by banks while trying to propagate mobile banking in India. The mobile banking ecosystem in India is still evolving and it will take some time before players can successfully engage in symbiotic relationships. Banks should look forward to a mix of self service and agency based banking in order to engage rural population which is oblivious to the technology trends. Also there is a need to create awareness about the channel and its associated benefits among the end consumers.

**With the number of mobile subscribers increasing and mobiles reaching almost all parts of the country, do**

**you think that mobile banking will perhaps replace others ways of transacting business?** Each transaction will have its preferred channel and for some transactions it will be mobile. For example instead of withdrawing cash from the branch I am currently using the ATM. With the coming of mobile transactions, it will become cashless, which will make the use of a branch as a channel go down. The branch as channel will be used in terms of my engagement to get services such as insurance etc. What I feel is that Mobile as a primary channel for payment will be pre-dominant. There are two dimensions in regards to payments, first is the P2P (peer to peer) while the second is P2M (peer to merchant). The P2P is already on, in fact we already have already launched and seeing excellent tractions in regards to the same in some market. In the P2M segment, we are actually opening the commerce part.

**You mentioned about taking the P2M transaction to the next level. What will that be?** Today there are a huge amount of small amount transactions that happen in India, whether in terms of volume and as a commission even in terms of value. Many of the small ticket transactions can be made cashless. Smartcards are already in place but things are yet to take off in this space. But the mobiles are already here so we will be leapfrogging many of these things and getting straight into the mobile. As far as application and technology are concerned, we are ready.

**You have mentioned security as one of the challenges. Are we not as technologically secure as the other markets?** We have come across many cases where security is compromised. It is the customer education that is at fault and such cases can be prevented. No matter what technology you put, one cannot make up for the lack of customer education. In a way, whatever you are doing on Internet banking is also there on mobile banking. The environment is very secure but we need to build a lot more awareness on better use of the same. ■

surbhi@mymobile.co.i





# BlackBerry Babe!

**She claims** she is not tech-savvy but when not swinging to numbers like 'Character Dheela hai,' Zarine Khan is very much one of the **"BlackBerry Boys"**

**Which mobile phone do you use ?** BlackBerry Torch is the latest mobile phone in my list. I find it the most suitable to serve all my communication requirements. Out of all, I find BlackBerry to be very user friendly and am very fond of this brand. In fact my previous phone was also a BlackBerry.

**Which BlackBerry applications do you like the most?** I am not really a tech-savvy and thus do not know much about applications. However, I use BBM the most and consider it to be the most popular amongst all.

**Can we connect with you on social networking sites, like Facebook?** As I told you I am not a technology freak. I don't really tweet or use any other social networking sites. This is not my cup of tea.

**VLCC is the beauty product brand you have chosen to endorse. Given a chance, which mobile brands would you like to promote?** Well, as far as mobile brand is concerned, my choice would be obvious.

**What was working with Salman Khan like?** I have always been a big fan of Salman Khan and working with him was like a dream come true. It was an awesome experience. I am a fun loving person and so is he.

**What is Zarine Khan's ultimate dream?** I am a big-time foodie and enjoy my food to the fullest. So, considering this, my dream is to set up my own chain of restaurants and I hope it turns into reality soon.

**Staying on dreamland, what would make your restaurant special?** It will be a resto cum bar based on Arabian theme where in you can relish eating Arabian and Lebanese cuisine while watching some belly dancers performing for you.

**You must be tired of this question, but what makes Zarine Khan beautiful?** I feel when you have beautiful parents then you do not really need extra effort. Besides, I always stay happy as happiness leads to a beautiful you. ■

harshita@mymobile.co.in



# An Increasing KARBONN FOOTPRINT

**Carving a place for itself** in the mind of the hard to please Indian consumer is no mean feat. But Karbonn Mobile has been working away at just that **Surbhi Chawla**

In mobile tech circles, many will remember 2009 as the year in which a number of Indian cellphone brands went toe to toe against their better known overseas counterparts. The smart Indian consumer was looking for what Santosh Desai, CEO of Future Brands terms as the 'dhania factor' in his book *Mother Pious Lady* - a term which refers to how the Indian consumer is constantly looking for deals even when he or she is shopping for groceries so much so that they expect dhania (coriander) will be provided for free with their daily shopping.

The same was happening in the Indian cellphone market. Indian consumers were looking out for handsets that were laden with features, but were not willing to burn holes in their wallets for them. Yes, they were brand conscious, but they were also looking for value for money. A number of Indian companies bet on this instinct. Karbonn Mobiles was one of them.

## In the beginning...

A joint venture between Delhi-based Jaina Group and Bangalore-based UTI. Group, Karbonn's product strategy was to attract the price-conscious Indian consumer with dual SIM handsets that were increasingly becoming popular in the market. The company also offered handsets that came with a long battery life, making them an ideal fit for the interiors of the country, where electricity was scarce.

The idea was simple- to offer handsets that were apt for the Indian market, were packed with features and at the same time, sweetly priced. However, it was not the only company to have taken this route - most Indian brands thought on similar lines.

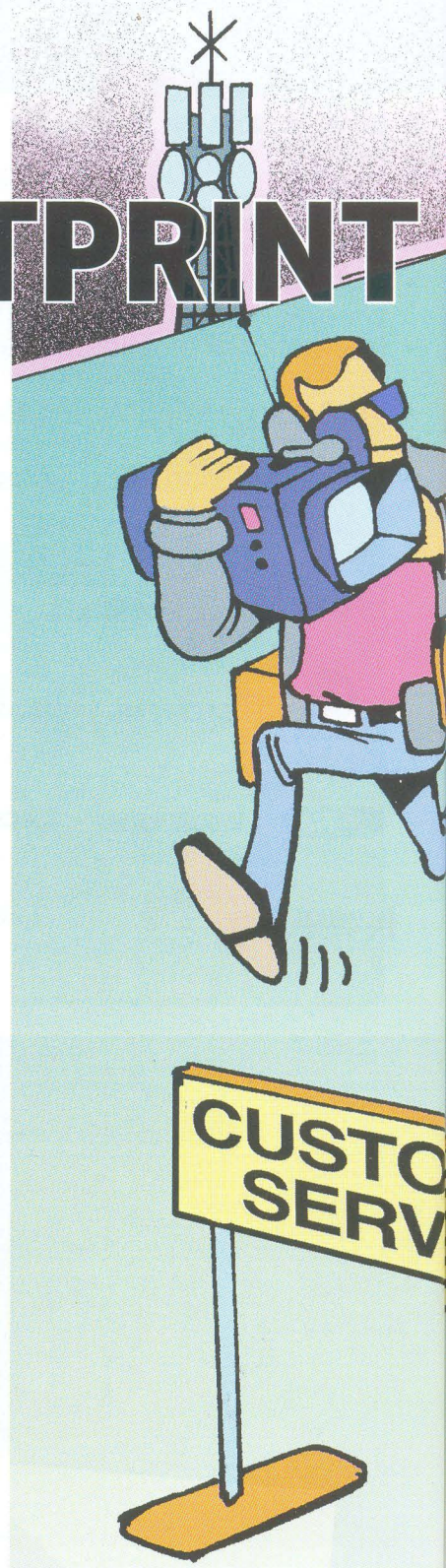
Karbonn relied heavily on cricket and Bollywood to spread their brand message. The company did manage to get noticed through its association with IPL in the form of the

Karbonn Kamal catch contest, but this did not translate into sales. Initially it seemed that the 'Force' when it came to Indian brands was with Micromax. However, the company has different views. Pradeep Jain, managing director, Karbonn Mobiles explains, "We could have got the numbers from the very first day but it was a conscious decision to first get the ecosystem right and distribution in place before going all out in the market".

## Turning the tide

However, the past six months have seen Karbonn emerge as one of the most popular Indian handset brands. As per industry reports, Karbonn commanded a three per cent market share in 2009-10, which grew to five per cent in 2010-11 and is expected to grow to seven per cent by the end of the current financial year. According to the company, its turnover has leaped from Rs. 800 crore in 2009-10 to Rs 1,004 crore in 2010-11. The company claims to be selling 800,000 units every month and is able to post 10-20 per cent growth on a monthly basis. "We have a strong distribution network, offer quality products and lay a lot of emphasis on having a well-knit after-sales service. That has helped us grow in the Indian market," believes Sudhir Hasija, chairman, Karbonn Mobiles.

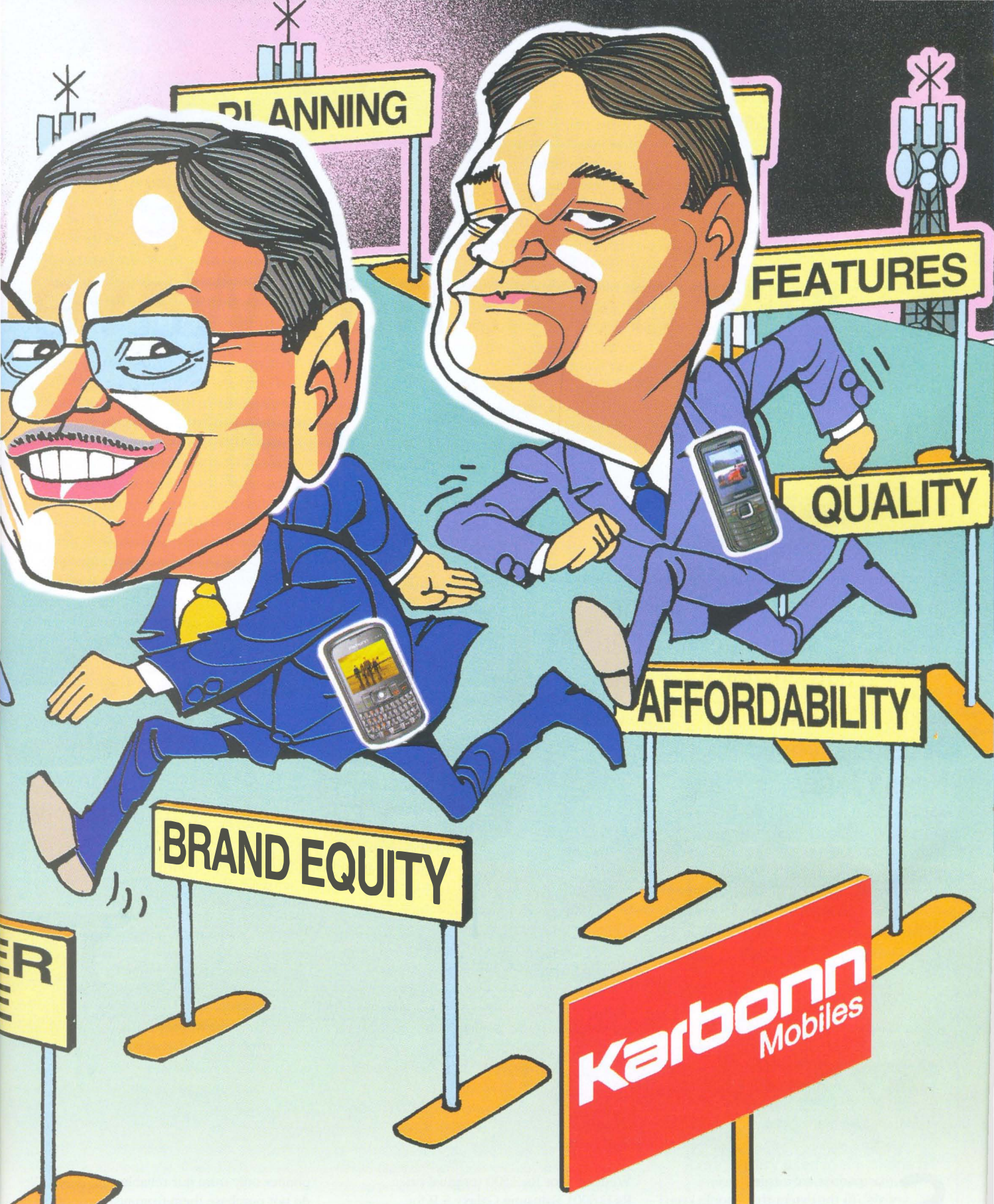
New models such as Karbonn K9, Karbonn 550 Boom Box, Karbonn 334 and Karbonn 1616 are doing their bit as well. The company has recently launched an affordable Android device Karbonn A1, giving it a foothold in the low-end smartphone market. And it now seems keen on making its presence felt overseas- Karbonn has recently entered Nepal, Bangladesh and Sri Lanka and has already plans in place to enter the East Asia market by October 2011 and go on an African safari by November this year.



## The way ahead...

Although it has established a foothold for itself in the Indian market, Karbonn cannot afford to rest on its laurels. It needs to work on its brand presence, especially in the urban market. Riding on Bollywood and cricket properties, the company has been able to make itself known but its brand attributes still





need to be defined in the minds of customers. As Harish Bijoor - CEO, Harish Bijoor Consults, a brand consultant puts it, "Karbonn may have been able to get numbers in terms of sales but it has not become a revered brand till now."

It will also be necessary to keep delivering innovative products that are relevant

for the masses. As the shelf life of handsets continues to get shorter, having the right product mix will be key to attract customers as well as dealers. Ashok Kumar of Harshit Communications, a mobile retailer from Delhi points out the need for good after-sales service. "Karbonn has been able to garner market share but it needs to work on its

after-sales service."

All of which will take some doing. But then no brand was built in a day. Karbonn has got off to a good start. If it can build on it, the world might find itself having a bigger Karbonn footprint even as it works to reduce the size of its Carbon one! ■

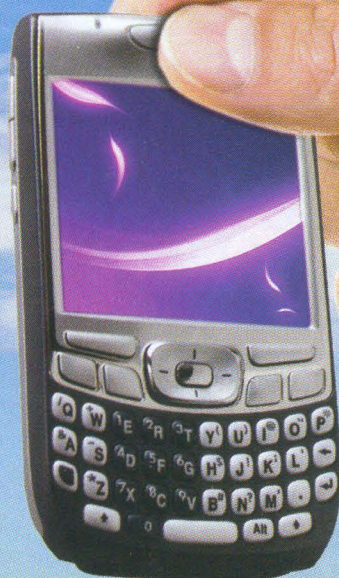
[surbhi@mymobile.co.in](mailto:surbhi@mymobile.co.in)



# Smartphones: The Second (hand) Wave

**Not everyone can afford** to get the latest smartphone the moment it is launched. Which is the reason why India has a thriving second hand smartphone market, where you can not only dispose off your older handsets, but also have an equally good chance of pulling off a great deal or getting conned

**Heena Jatav**



**S**martphones are a rage these days. To the extent that people keep changing their mobile phones in a short span of time. You may wonder what happens to the ones that get dumped— well, they end up in the second-hand market where they are sold at significantly lower prices. We found even the latest handsets available in the market on a second-hand basis, with the option to negotiate on prices. One can get the HTC

Wildfire S for Rs 8,500 (original price Rs 13,800), Samsung Galaxy S II for Rs 15,000 (original price Rs 30,500) and many more.

## **Selling and buying – second hand!**

Not too many people realise it, but many retailers actually buy and sell second-hand handsets as well. Of course, it is only the new ones that get displayed. “We purchase used

phones only from our reliable customers. We do not purchase them from just anyone,” said Dilshad, a mobile phone shop owner at New Delhi. After getting used phones, mobile vendors sell those phones further to their customers with their commission attached.

Selling old phones is not limited only to retailers. There are also many websites which offer a great platform to mobile phone buyers and sellers. People can easily sell off their phones and also purchase cellphones from



websites like ebay.in, Olx.in, quikr.com and many more. "Earlier there was no market place for buyers and sellers to meet. But times are changing," said Amarjit Batra, country manager, Olx.in. "There is a huge demand for second hand smartphones and now this demand has been tapped. Every month, at least 10 new phones get launched and people frequently change their handsets to get the new one, so it results in huge business for second-hand smartphones," he adds.

The business is not only restricted to mobile classifieds but is also making its existence on social networking sites like Facebook. One can easily find pages like 'Second hand smartphones, iPads and more in Mumbai' selling second hand smartphones on Facebook and one can also access these through BlackBerry Messenger.

"We deal in second hand BlackBerry, iPhone, Samsung, Sony Ericsson, HTC and Motorola smartphones. Most of the smartphones we purchase are around 4-12 months old. All the purchases are made only after evaluating the smartphones and we purchase them only from their owners who carry original receipt. This is the key point for us during the purchase of second hand smartphones from our networks," explains Garv Kapoor, founder of the Facebook page "Second Hand Smartphones, iPads and more in Mumbai".

## Difference in prices

The main reason for the booming second hand market in smartphones is the huge difference in the price of a new and used handset. As India has a price sensitive market, people do lot of research before buying even a pin. Anil Somaiya, a mobile retail shop owner in Pune explains, "There is at least a 30 to 40 per cent price difference between new and second hand phones. So it becomes easy for buyers to purchase a second hand handset." Batra also says that "there is approximately 40 to 50 per cent price drop between new and old phones."

Vimal Das, who has invested in a second-hand iPhone, agrees. "Recently I have purchased an Apple iPhone for Rs 12,500 and I am very happy with my purchase because if I would have purchased the new iPhone it would cost me around Rs 34,000," he says, happily.

While second-hand handsets prove a good buy for some, they can also be a headache. For other People who buy used phones from roadside crooks usually get cheated. These crooks give tempting deals to lure the customers and sell fake phones. "I bought a Nokia N91 handset which was a big blow to me. The seller showed a perfect working phone to me before buying, but after 15 days of purchase, the phone started malfunctioning and didn't



work further," says Ashish Monga, a businessman from Hyderabad. There is also the little matter of warranty. When you buy a second hand phone, in most cases, you have very little chance of getting any sort of warranty with it, which, more or less, leaves you at the mercy of your neighbourhood mobile repair specialist.

## Targeting the young ones

We found youngsters, mainly college goers, were the most interested in second-hand smartphones. We often found that they wanted to use the latest technology but did not have the money to invest in brand new units. "Currently I am using BlackBerry Curve 8520 and now want to have an iPhone4 but my pocket doesn't allow me as I am a student and new phone will cost me a lot of money, so I would rather like to have a second hand deal which can suit my pocket and will also fulfill my interest," said one of them. And it is because of this that the second-hand smartphone business has a promising future. And that is good news for those who repair phones as well- According to our research in most of the cases if people encounter even a small fault in their phones they think it is better to replace it with a new one. This works as a boon for those repairing cellphones, who repair these phones and then sell them at good price. Which really kind of sums up the charm of the second hand market for smartphones- every one is a winner, from the person selling a phone to the person buying it, including of course, all those who come in the middle to facilitate the transaction.

It may not be the most organised market in the world, but the second-hand side smart-

phone business does offer some awesome deals. Just be careful not to get conned (see the box) and you could end up with a phenomenal deal. We do have a friend who has got an iPhone4 in perfectly good condition. He paid a mere amount of Rs 14,000 for it. Second-hand smartphone magic! ■

heena@mymobile.co.in

## Second-hand phone checklist:

- One should ensure mobile's integrity i.e. it should not be a stolen product.
- The phone should come with all its accessories i.e. earplugs, charger, USB cable, etc. It is preferable that you get the full box.
- The piece should not be broken or tampered one.
- It should be in good working condition. All its features like Bluetooth, Keypad, and audio should work properly.
- One should also ensure that the battery used in the phone is either original or branded and not replaced with a local one.
- One should see the year of purchase of the phone to check how old the phone is. Better if you can get a photocopy of the bill.
- A buyer should also ask for some warranty before purchasing a second-hand phone. Some sellers do provide them.



# HTC EVO 3D VS LG OPTIMUS 3D



**T**he craze for 3D seems to be growing at the rate of knots. Be it movies, videogames, or TV shows, 3D content is showing up everywhere. It was only a matter of time before smartphones too got bitten by the 3D bug. Sure enough, today the Indian consumer looking for a 3D smartphone can choose between the LG Optimus 3D and the HTC EVO 3D. Both have formidable specs and offer glassless 3D, but which one is better? We compared the two to find out

## Looks and Design

As far as looks and design go, the HTC EVO 3D wins on the basis of its rock solid build and excellently patterned back panel that highlights the dual cameras. Despite being heavier than the LG Optimus 3D, the HTC cuts an impressive figure as a smart and sturdy superphone. It is more compact and easier on both the eye and the hand.

**Winner:** HTC EVO 3D

## Screen

A good and optimally sized screen is crucial for a good 3D experience. And both HTC and LG seem to have realised this fact, and have tried to provide the best possible option for their 3D devices. Both phones have a 4.3 inch 3D LCD capacitive touch screen. When it comes to resolution and density, HTC EVO 3D has a slightly better pixel density. On the other hand the Optimus 3D scores on contrast and brightness. It is a very close finish out here – but its better resolution makes the EVO 3D win

this round, although not by much.

**Winner:** HTC EVO 3D

## Processor

Both handsets come with dual core processing muscle, although the HTC EVO 3D has a 1.2 GHz one while the LG Optimus 3D has a 1 GHz one. However, this difference in clockspeed did not show in the performance of the device. We found that both the devices were snappy to respond to commands and we didn't face any hanging issues or delayed responses. So, we are scoring this a draw

**Winner:** Draw

## Operating System

The LG Optimus 3D is still on the Android 2.2 which is a bit dated when compared to HTC EVO 3D that runs on the Gingerbread (Android 2.3) version. Which make the EVO 3D a better option for those looking for the latest software as well as better and more stable software, not to mention more apps.

**Winner:** HTC EVO 3D

## 3D Technology

Both the devices use parallax barrier technology for glassless 3D viewing. The technology depends on your holding the device at just the right





## The 3D wars in the mobile world have begun and the first two smartphone heavyweights have already entered the Indian market, vying for the title of the best 3D phone. We square off the LG Optimus 3D with the HTC Evo 3D **Sonia Sharma**

come up to scratch.

**Winner:** LG Optimus 3D

### Camera

Both the devices come with 5.0-megapixel camera but in both the cases you cannot click 3D pictures for the same resolution. While the HTC EVO 3D lets you capture 2.0-megapixel 3D photos, LG Optimus 3D goes a notch further and lets you click 3.0-megapixel ones. In the EVO 3D, you have to adjust the camera even before taking the picture to avoid a dual image effect. However, we didn't face any such issues in LG optimus 3D. The LG Optimus 3D is capable of capturing 720p 3D videos and 1080p 2D videos. On the other hand HTC EVO 3D captures only 720p videos in both 2D as well as 3D.

**Winner:** LG Optimus 3D

### Price

The HTC EVO 3D is priced at Rs 34,000 and the LG Optimus 3D costs Rs 36,000. But then the LG does deliver more 3D bang for the extra bucks it charges. That said, the HTC EVO 3D packs in a better build and better specs. We think this one is a draw again.

**Winner:** Draw

### Conclusion:

So there you have it. On paper, the LG Optimus 3D runs out a 4-3 winner in the 3D smartphone battle. However, what is interesting that the Optimus 3D wins because of its better handling of the presentation and creation of 3D content. The HTC EVO 3D seemed the better smartphone to us, but if it is 3D you are seeking on a high end handset, we think that as of now, the LG Optimus 3D is your best option. ■

sonia@mymobile.co.in







# THE SPECTRUM SPECTER

**Telecom is all about spectrum.** But what it actually is, remains a mystery for some people. Hence we demystify and de-jargon-ify the spectrum specter

**Sonia Sharma**

**T**he moment you hear someone say “spectrum” these days, images of politicians, police and courts appear in front of our eyes. Which is a pity, because spectrum, for all the scams surrounding it, is actually what keeps us connected and has been the main force behind the converged world in which we now live. It is a resource which has enabled us to reach our current heights of connectivity and has created a converged world of communication.

### It's all about waves

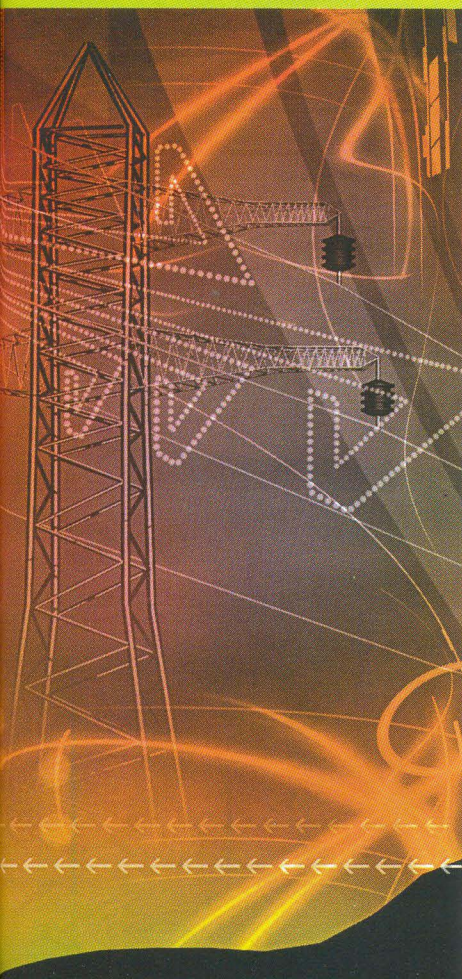
There are various forms of spectrum but as

far as telecommunication goes, we primarily deal with the electromagnetic spectrum which has various types of waves like infrared, ultra-violet and the visible light spectrum which is at times seen in the rainbow. These waves are photons which are massless particles that travel at the speed of light in a wave like movement. This wave pattern gives rise to another characteristic of these waves called frequency. The frequency of a wave depends on the amount of energy that is stored in a photon and it is the number of times the photon oscillates in the wave pattern in one second.

The distance between the two consecutive

crests and troughs of the wave-like movement of photons is called wavelength. The lower the frequency, the longer is the wavelength. Waves with longer wavelength travel farther than high frequency waves. For instance, the low frequency waves used for FM radio can travel larger distances, so need lesser infrastructure to propagate. On the other hand high frequency waves like 3G have lesser wavelengths and thus need a greater number of towers to maintain connectivity. These waves can be divided into various frequency bands, which are actually ranges in which the nature of the wave remains similar. These bands can be used for





while high frequency waves can be employed for developing nuclear warheads.

The unit of spectrum is called Hertz (Hz) after German physicist Heinrich Hertz, an expert in electromagnetism. In terms of measurement, 1000 Hz amounts to 1 Kilohertz (KHz), 1000KHz make 1 MegaHertz (MHz) and 1000 MHz add up to 1 GigaHertz ( GHz).

### The spectrum setup

Spectrum is a natural resource which is not bound by physical or geographical boundaries. Various countries have to share it among each other. And to ensure a legal, ethical and secure use of spectrum, these countries follow the International Telecommunication Convention that has been formulated by the International Telecommunication Union (ITU). The ITU is the United Nation's (UN) specialised agency for telecommunications. For efficient usage of spectrum, the ITU has divided the world into three regions. India falls in Region 3 along with the countries like Singapore and Australia.

In India, we can loosely say that radio spectrum is available in the range of 9 KHz to 3000 Ghz and various bands in between are used for various services. For instance, the 87.5 MHz to 108 MHz frequency band is used for FM radio broadcast, the 824 MHz to 960 MHz band has been allocated to cellular services including WLL (Wireless Local Loop), while the 1700 MHz to 1880 MHz band has also been allocated for cellular services. A few other frequency bands can be made available on a case-to-case basis.

GSM services in India, were started in the 900 MHz and 1800 MHz bands, while CDMA was given the 800 MHz band. This was because globally these bands were being used for these services and India followed suit to offer international harmonization. What's more, mobile phones manufactured during that time supported these frequencies only if the Government had allocated other bands, we would not have experienced features like

### National Frequency Allocation Plan (2008)

Radio Service	Frequency Band
Radio Navigation	9 – 14 kHz
Mobile (Distress & Calling)	495 – 505 kHz
Broadcasting	535 – 1605.5 kHz
Maritime Mobile	2065 – 2107 kHz 2170–2178.5 kHz 2190.5 – 2194 kHz
Fixed, Mobile, Broadcasting Radio Astronomy	610 – 806 MHz
Mobile, Fixed, Broadcasting	890 960 MHz
Mobile satellite	942 – 960 MHz
Radio Location	1350 – 1400 MHz
Mobile, Fixed, Space operation, space research	1710 – 1930 MHz

seamless international roaming. Additionally, devices would have had to be specially made for India and in that scenario the costs would have been higher. The Government announced its plans for 3G services in 2008 and the spectrum was auctioned in 2010 in the 2.1 GHz spectrum band (1920-1980 MHz for uplink and 2110-2170 MHz for downlink). Similarly, the spectrum for Broadband Wireless Access (BWA) was also auctioned in 2010 and this spectrum was allocated in the 2.3 GHz band. It is this spectrum which will be used for fourth generation LTE services.

### Spectrum and speed

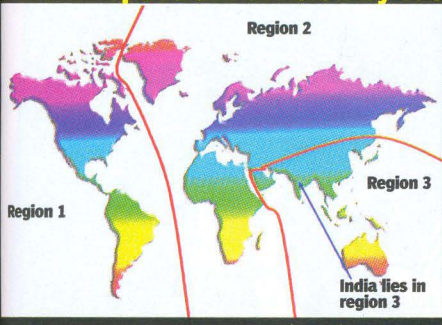
The connection between spectrum and data speed is like that between the width of a road and the speed of a car in traffic. If the road is narrow, only a few cars can move on it, and it can get jammed very quickly. On the other hand, the same amount of traffic will zip across easily if you broaden the road by adding more lanes to it. The same applies to data speeds. As the operators are allocated more spectrum, they have a bigger pipe to push services and data. The speed of a car also depends on the technology used in making it. Similarly, data speed depends on network infrastructure being used by operators. With the evolution of networks like HSPA, HSPA+, the data speeds are bound to increase.

### Not just cellphones

Spectrum is not only used for 2G, 3G or 4G cellular services – it has many other means of connectivity too like satellite communications and your very own Wi-Fi. Digital cordless phones also work on 2.4 GHz frequency. Be it the microwave or X-ray machine, there are a wide range of devices and services that use the electromagnetic spectrum and make our lives easier. ■

sonia@mymobile.co.in

### Global spectrum division by ITU



various services. For instance, lower frequency bands can be used for terrestrial broadcasting,

### Waves, Frequencies and Wavelengths

Designation	Frequency	Wavelength
ELF extremely low frequency	3Hz to 30Hz	100'000km to 10'000 km
SLF superlow frequency	30Hz to 300Hz	10'000km to 1'000km
ULF ultralow frequency	300Hz to 3000Hz	1'000km to 100km
VLF very low frequency	3kHz to 30kHz	100km to 10km
LF low frequency	30kHz to 300kHz	10km to 1km
MF medium frequency	300kHz to 3000kHz	1km to 100m
HF high frequency	3MHz to 30MHz	100m to 10m
VHF very high frequency	30MHz to 300MHz	10m to 1m
UHF ultrahigh frequency	300MHz to 3000MHz	1m to 10cm
SHF superhigh frequency	3GHz to 30GHz	10cm to 1cm
EHF extremely high frequency	30GHz to 300GHz	1cm to 1mm



“India has been a  
**FANTASTIC SUCCESS**”



**Francois Mahieu, senior director-product management, Asia-Pacific**, Research in Motion (RIM) talks about the company's product strategy and a possibility of a new sub-Rs 10,000 BlackBerry smartphone  
**Sonia Sharma**

**How is BlackBerry doing globally and in India?**

Globally, RIM is doing well. As both our CEOs had mentioned, there was good growth in Asia. Generally speaking, BlackBerry as we know has a strong foothold in North America, and has done extremely well in Latin America and Europe. But now comes the time for Asia. We have had some success in this region. India has been a fantastic market. I think India corresponds to the objective that BlackBerry has. It is a country which has a great sense of community and BlackBerry is a community product. Products like 8520, 9300 have topped the charts and are amongst the Top 10



smartphones in India and we had successfully launched the PlayBook in June. I have to admit that India is probably the most promising market for us and the Indian population is really warming up to BlackBerry. So far so good.

**BlackBerry services have become quite popular with the youth. Do you think this clashes with your enterprise reputation?** We have our roots in the enterprise market and there is no denying this. We are very proud of our heritage because let's face it these things were born in enterprise - the usage of the keyboard, the usage of the very reliable and secure e-mail solution. But we are finding that consumers are appreciating that experience as well. They like the typing experience, they increasingly like our touch experience, which is very different from our competitors. They like the fact that the communication is immediate. The youth market is in a very big area of growth for us.

**You have done well when it comes to services, as well as devices, but when it comes to applications, then your App World is a little lackluster as compared to the competition...**

I take your point and you are absolutely right that we need to continue to boost our developer community. Generally speaking we have about 35,000 applications. I think most users will find these 35,000 applications enough for their needs as the biggest brands of the app world are in the BlackBerry App Store. When we launched PlayBook, there were 100 Indian developed applications for the PlayBook and the number is growing. The main change for us has been the launch of the new App World.

**BBM has been the driver for growth here in India especially for the youth segment. Do you plan to add more features and dimensions to it?** We announced BBM Music just a few weeks back in North America while we have not announced it anywhere else in the world it is an exciting development. We give you the possibility to share music between BBM users, which is a very cool feature. This is an example of what we are doing to make it certainly more consumer friendly.

**When it comes to devices in comparison to the competition, BlackBerry is priced a little higher. Is this a strategy or market forces at play?** BlackBerry is an asset. It is an investment for someone who is using it. It is not about the box that you will open and you can call your friends. There is a whole infrastructure behind in terms of giving you access to reliable data, your e-mails come to you safely, etc. It is a reliable device. You don't get a bill shock because the efficiency of the data transfer from your operator to your BlackBerry is

optimal. You know where you are with how much you spent on your phone bill. There are plenty of applications that are available with it. For me this shows that BlackBerry is an asset that for a user is a tool to value. It is not just value of the hardware.

**You have entered various kinds of interfaces like touch, and touch and type. What according to you will be the interface of the future?**

As far as the markets are concerned, it is quite obvious that the market is moving from just classic phones which are numeric keypad. Things are very interesting in the world of touchscreen while there is very strong growth in the world of QWERTY. You have seen that the last three announcements that we have made are touchscreen phones, either in just touchscreen or hybrid or slider. Our strategy is to offer choice, to be able to cater to many customers and tell them frankly that the choice is yours.

**You have recently launched the OS 7 with the latest Bold 4 handset but the earlier handsets which are on the earlier version are not upgradable to the Os7. Is that not a bit...unfair?**

In the present case, we are launching new set of products with the new OS, which is not backward compatible, I do appreciate that in some instances the customers will have to upgrade but technically this is what we could do. This is a platform that is evolving, they have access to software updates with which they can improve the performance of their phone. Every time a new software upgrade is available they have easy access to it.

**You are in the tablet segment with the PlayBook. How do you see the segment growing? Do you see them to be an extension to your smartphones? Or do you see them as competing with the netbook segment?**

Tablets are a mix of both in fact. I think firstly they will effect the netbook market. Many people are very happy with just a tablet and don't need a full computer setup. I agree with you that they are competitive to the netbook/notebooks space. So for BlackBerry it is very much a companion device because you just switch on the Bluetooth and pair up your tablet with your device. What it means is that you can use your handset as a modem. You are effectively carrying your BlackBerry handset in your pocket and you can work on your tablet having access to a 3G network for instance at the speed of a modem but on a big screen. The PlayBook is also for the people who want a great Wi-Fi tablet maybe for a corporate presentation. They have one in the office and want to go out and just do a show presentation or a projection with the boss. But it is also good for someone who wants to go to a café



**BLACKBERRY IS AN ASSET IT IS AN INVESTMENT FOR SOMEONE WHO IS USING IT. IT IS NOT ABOUT THE BOX THAT YOU WILL OPEN AND YOU CAN CALL YOUR FRIENDS. THERE IS A WHOLE INFRASTRUCTURE BEHIND IN TERMS OF GIVING YOU ACCESS TO RELIABLE DATA, YOUR E-MAILS COME TO YOU SAFELY, ETC. IT IS A RELIABLE DEVICE.**

and do some amount of browsing. They keep their BlackBerry in their pocket and use the Playbook for a bigger screen experience.

**You were also working on a QNX platform smartphone and you have your own BlackBerry Os as well. Will they be working side by side or will you be migrating to QNX completely?** This is a bit early for me to comment. We have acquired a company called QNX. It is not a secret that we are looking at the opportunities to develop a new OS with new features which is already running on the PlayBook. It is bit early to tell you what plans we are looking at in that space but as far as RIM is concerned the strategy is clear and we have made this acquisition visible to everybody as soon as it was made.

**Can we in India expect a new sub Rs. 10,000 BlackBerry handset in the coming days?** It is really early days but we have been extremely successful with a product that our partners serve in the marketplace today for just under Rs. 10,000. So we know it is possible. At this point in time I think a device under Rs 10,000 would be a fantastic price point to achieve and I would like to be at that level. But I don't see anything more aggressive in terms of pricing in the short term. ■

sonia@mymobile.co.in



## “India is a content hungry nation”

As the India VAS market gets ready to slip into overdrive, Uno Mehta, vice president and general manager, Dialogic India shares about their plans for the Indian market and how the Mobile VAS industry will evolve

**Surbhi Chawla**



**Tell us a bit about Dialogic and your India plans?** Dialogic is a 20 plus years old company and our primary focus is in video. We realize that the Indian market is very strategic to us and it is also a high growth market. We are committed to set up a strong base in the country and will be focusing heavily on the research and development side. We had purchased land in sector 143 in Noida and commenced operations in December 2010.

**How much revenue are you targeting from your Indian operations?** I can't really tell you the numbers but what I can tell you is that we are expecting to be able to generate 30 per cent of our revenues from India operations. We are making appropriate R&D investments to achieve the same.

**With the roll out of 3G the mobile landscape for VAS is expected to change. What are the changes that you are foreseeing?** With the 3G rollout, we are expecting that the operators will be looking at video very differently. I believe that in video, the operators will control the infrastructure. They will be creating the infrastructure for it, they will be white labeling it because video is all about quality of experience and also making sure that the right quality, right content is delivered to the right kind of subscribers.

**What according to you are the challenges that you are facing?** Our focus is all in terms of applications and more importantly the challenge is how to monetize this market. Because if you look at it the Average Revenue Per User (ARPU) has been declining. However, you may see a significant change in the scenario when videos become mainstream but one will also have to look at how to monetize this opportunity in India.

**You are a video centric company so will you be offering only video based VAS in the market or can we expect more?** In my mind video is just a vehicle and technology is secondary. People will be looking for solutions, companies will be looking at monetization and the technology will be looking at making a more enabling environment. India is a content hungry nation, the prices are governed by demand and supply, the technology is in place, the devices are also here. So we are in all ways ready, the only thing that we need in this respect is to look at the monetization bit! The key in this is not the technology but becoming aware of the interests of the subscribers. If we know that you like xyz, then we can have that kind of content for you and even customise the same for you and also have targeted advertisements for you.

**Videos on mobiles are most popular right now in the entertainment space, so will you be offering VAS only in that space?** No No, we will be offering it in all aspects of VAS be it entertainment, m-commerce or information, which includes m-health, m-education. Between 2010 and now the rural growth in mobile subscribers has been almost 40 per cent of the total growth in India. If one of these subscribers develops a skin disease, you can go to a nearby clinic which can be connected to an expert through technology. So you end up saving two hours of driving to the nearby city in search of the specialist. A similar approach can also be offered in m-education by making distant education available through video based mobile VAS. ■

[surbhi@mymobile.co.in](mailto:surbhi@mymobile.co.in)



# JUST IN



## HTC EXPLORER An affordable Android to woo the masses

**H**TC, so far, has been aggressively launching smartphones in every possible price category. And the latest in the affordable smartphone segment is the HTC Explorer, which after the HTC Smart can be safely touted as the most affordable phone launched by HTC so far.

The device comes with a 3.2-inch HVGA touchscreen, 600MHz processor, 3.0-megapixel camera, USB tethering, HTC Sense and FM Radio. The brand continues to go the Android way, with this handset based on Android 2.3 Gingerbread operating system which is the latest in the market. It supports 3G connectivity and comes with a 1230 mAh battery for better power backup. It also promises a smooth touch interface as seen in all the HTC devices.

As per the company's claim, the phone offers sharp graphics, interesting and engaging animations along with support for a range of widgets. It has support for Wi-Fi for faster Internet browsing and offers Bluetooth too. The GPS enabled device is available in an array of colours like Metallic Black, Active Black and Metallic Navy colours. The HTC Explorer is available for Rs 11,200 in the Indian market. ■

## BLACKBERRY CURVE 9360 Curve it up with style and power

**T**his festive season BlackBerry has come out with a new berry for the brand lovers and enthusiasts.

The sleek and stylish BlackBerry Curve 9360 is the next in the series after the very successful Curve 9300 that made BlackBerry a well received brand among the masses. It runs on BlackBerry 7.0 operating system. This not only will make browsing faster but also ensure powerful graphics and better navigation. At 11 mm it is one of the slimmest smartphones in the market and comes with BlackBerry classic QWERTY keyboard so that its customers do not miss the feel of typing on the keypad. The phone is customized for the social networking needs of the users. It comes with features like secure messaging, BBM, Facebook 2.0 that allow you to stay connected with your loved ones 24X7. Also, you can use its 5.0-megapixel camera for capturing those moments to be cherished later. The NFC enabled device has connectivity via Wi-Fi as well. The BlackBerry Curve 9360 is priced at Rs 19,500. ■





## NOKIA 700 Another belle to dance to your tunes

**N**okia is a leading brand in India but when it comes to smartphones, it still has to strike the right chord with its fans. However, with the new belle OS doing rounds in the market, the brand is all set to make a mark in this segment with the new Nokia 700, which also claims to be the sleekest handset in the world. The multi-featured compact device comes with ClearBlack AMOLED touchscreen. The phone carries options that would ease the connectivity to social networking sites and also enables convenient e-mail connectivity. This is because, apps like Facebook and Twitter alongside other such applications comes preloaded in the phone. Free maps and navigations in the phone help you find directions anytime, anywhere. Other than these, NFC is another feature it offers and comes with an integrated chip. It comes with a 2GB internal memory which can be expanded up to 32GB using a micro-SD card. You can use Bluetooth to share the data with others. The handset is available in trendy colours like purple and peacock blue, which gives cool options to choose from. The Nokia 700 is priced at Rs 18,099. ■

team@mymobile.co.in



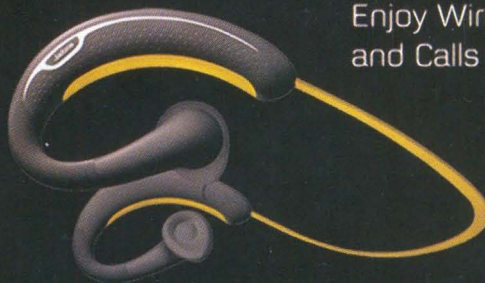
# Jabra®

✶ HANDS FREE ZONE



## JABRA SPORT

Enjoy Wireless Music and Calls while Exercising



### JABRA EASYGO

Easier Talking for Multitasking

### JABRA RHYTHM

Music and Calls with Ultimate Sound

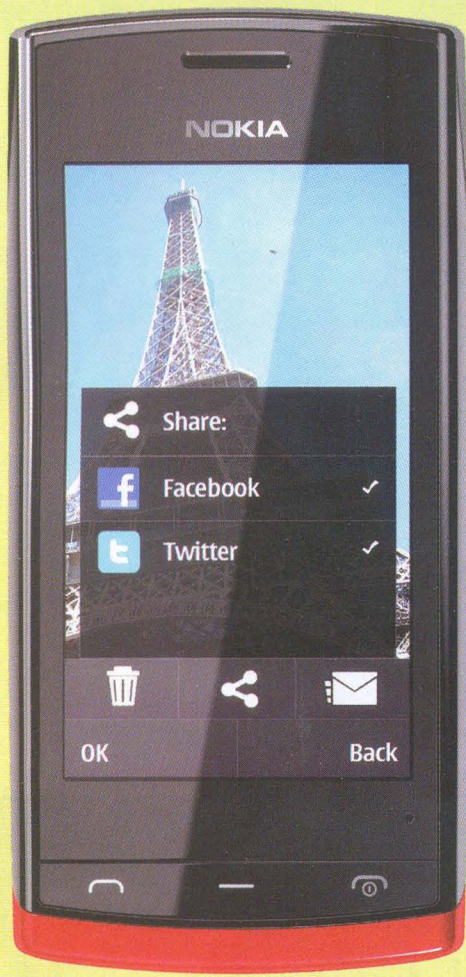
### JABRA HALO2

Enjoy Music and Calls Wired and Wireless

### JABRA DRIVE

The Easy and Safe way to talk Hands-free while Driving





## NOKIA 500 Power packer performer

**A**mong all the Nokia's OS arsenal, Anna is the one that brought the first wave of change in the Symbian fabric. And the new phone powered by this operating system is known as the N500. Powered by a 1 GHz processor, the first Nokia smartphone to come with a processor of such configuration, the phone is expected to be fast and the fact that it will be available in various changeable, refreshing coloured covers like Azure Blue and Coral Red etc., makes it something to look forward to. It comes Wi-Fi connectivity and needless to say, is capable of offering 3G speeds for Internet browsing and other connected apps for social networking and e-mail.

Features like FM Radio, Proximity sensor, Bluetooth, Voice Recorder, GPS and many more will surely catch on your attention. It will come with a 5.0-megapixel full focus camera with zoom of up to four times. One will also be capable of capturing VGA videos at 15 frames per second. It has a Li-ion 100mAh battery to give you a power packed performance. ■

## SONY TABLET S Get tabbing in style

**T**his year is an ear of tablets which are increasingly gaining popularity for their capability of offering full fledged entertainment and communications experience to the users. The latest entrant in this segment is Sony, whose Tablet S is already available in the international markets. The Tablet S has a wide touchscreen of 9.4-inch, which promises an amazing display experience. Backed with 1GB RAM for performance, it will allow you to store more content in up to 32 GB storage capacity. A smooth touch and smart design will come along with Sony's TruBlack display, vibrant colours and brilliant image quality, to make the experience better. It is based on the Android 3.1 which can be further upgraded to Android 3.2. It also has optional 3G support and Wi-Fi. You can use it for controlling your TV, Blu-ray Disc player, HiFi system, even your cable box. This is the only Playstation certified tablet till date. So gamers can download and savour games from Android market. ■



team@mymobile.co.in



## FLY MV 248 A Decent Flyer

### Average Joe

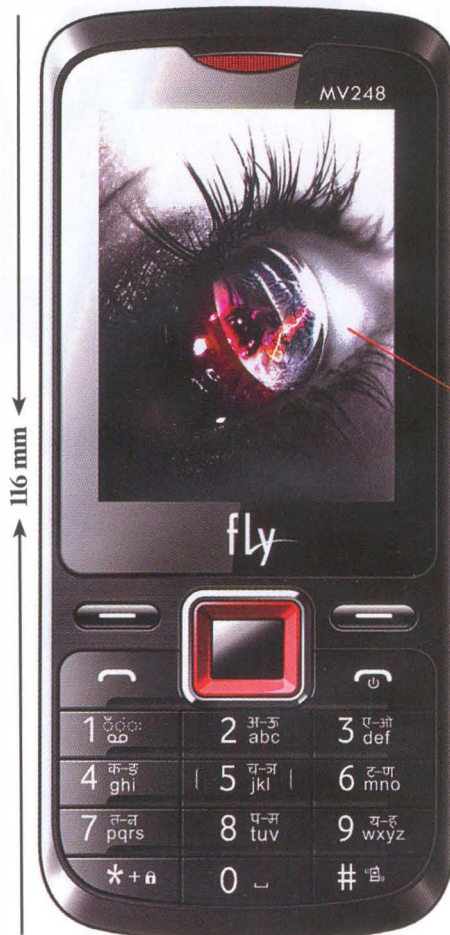
Fly has recently launched its new dual SIM multimedia handset MV248 in the market. The bar phone is average in its looks as there is nothing new as far as appearance goes. The phone is grey in colour and has an orange colour strip around the side panel, which did not seem very attractive to us. The phone also seems to be a bit on the wider side but this is excusable given the relatively large size of the screen. A screen of this size and clarity in a mid-range phone is definitely a huge plus point. The keypad is flat but is easy to use. The phone does not have any shortcut key on the side panel but the D-pad navigation buttons work as shortcuts for various features. One can also customise navigation shortcuts as per their needs. The phone has a USB port in the left panel which works for charging and inserting earplugs.

### More to score

On the multimedia side, the phone has a 2.0-megapixel camera, music and FM radio. The phone has good FM reception and one can save up to 20 channels. And praise be, you can actually tune in to FM without plugging in earphones. The phone also has a background play option but does not contain FM recording and the schedule FM recording feature. The audio player supports most popular formats and audio quality of the phone can be considered good in both earplug and loudspeaker mode. However, the earphone quality could have been better. In the audio player section, the phone has shuffle, repeat as well as equaliser option, which can be used to tweak sound settings. The OK button on the D-pad works as a shortcut key for the music player, while the '\*' and '#' keys work as volume adjuster keys for music player. In the camera section, one can set maximum 1600x1200 resolutions for taking pictures. The quality of the pictures is acceptable but the flash is so dim as to make its presence irrelevant. There are some additional features to help in enhancing the quality of the pictures.

### Connectivity

The phone supports two GSM networks but there is only one calling key available for both SIMs. The option of which network to be chosen is available only during calling. Though the Dual SIM feature is easy to use but the contacts and text messages of both the SIMs are shown together. The phone also support



### TECH SPECS

Size | 116 X 51.5 X 15.60 mm

Weight | 104 grams

Memory | No, microSD

Battery | Li-Po 2000 mAh

Screen | 262,144 colours

Talktime/Standby | Up to 19 Hours/  
Up to 288 Hours

GPRS/3G | Yes/No

Bluetooth/WiFi | Yes/No

Phonebook Capacity | 300

Camera | 2.0MP

Frequency | GSM 900/1800

Others | Wireless FM, Google, music  
player

**Price: Rs 2,100**

Pros 😊	Cons 😞
<ul style="list-style-type: none"> <li>Large 2.4 inch display</li> <li>GPRS, Wireless FM</li> </ul>	<ul style="list-style-type: none"> <li>Average looks</li> <li>Limited internal memory</li> </ul>

The screen gives ample real estate for a good visual experience

Camera captures decent shots



Hindi fonts for writing text messages. Surfing the Net (there is GPRS support, so you can go online) is decent, thanks to the screen size. As far as applications go, the phone has Nimbuzz but does not contain any apps for Facebook, which is a bit surprising. The MV248 also has very limited internal memory, even though it can support a 32 GB memory card. The 2000 mAh battery gives decent performance.

### Alternatively

The Fly MV248 is priced at Rs 2,100. An alternative in this price range is the Byond BY120+ which cost Rs 2,099 but has only a 1.3 megapixel camera. ■

team@mymobile.co.in

### VERDICT

LOOKS	7
FEATURES	8
EASE OF USE	8
PERFORMANCE	8
VALUE FOR MONEY	9

### OVERALL

**80%**



# BURN TEST

## RAGE STRIKER Striking the right note!

### Dual SIM Striker

High end smartphones might grab all the lime-light, but there is a large segment of consumers who want nothing more than a good dual SIM handset, packed with interesting features and does not cost the earth. And it is into this category that the Rage Striker falls.

The handset we reviewed was black in colour. Packed in the plastic chassis with a black front as well as back panel, the Striker is light in weight and comfortable to hold and carry. It has a grey strip around it, with dual LED torch and 3.5mm audio jack in the top panel. The side panel has a USB port and charging jack while the back has a camera at top and speaker in the centre. The circular D-pad in front gives you a series of shortcuts. It has a text message key, camera key, alarm and user profile key. Alongside the D-pad have six keys, three on each side. The left has individual call keys for SIM1 and SIM2 with Menu, and the right has Phonebook followed by shortcut to music files and the call end key. The key in the centre is assigned to go to the Menu. You may miss the direct volume rocker in the side panel, though call volume can be adjusted using the D-pad.



The D-pad lets you adjust phone's volume

The phonebook can save up to 300 individual entries and 20 groups. The message menu has options for MMS and SMS and you can save up to 100 SMSes in each of the SIM slots for messages in the phone memory. There is an option of increasing the memory up to 4GB using an external memory card. Also, you can surf the Internet as the phone supports GPRS, although browsing speeds are nothing to rave about.

However, despite being a dual SIM phone, you cannot receive calls on the other SIM while talking on one. The other SIM would be "unreachable" or "switched off" at such times. Also, the handset does not take you to the previous option of a current file but opens up the main operation. So, if you are adding effects in the Settings option in the camera and want to go back to the Settings menu, there is no direct way back to this option - you will be taken to the camera instead. Gaming is restricted to the two games that come pre-installed in the phone - no, you cannot download new ones. All said and done, Rage Striker is a decent dual SIM handset with some interesting features. And as we said, many people are looking for nothing more.

### Alternatively

The Rage Striker is priced at Rs 1,699. Another option in this price range is Samsung E1252 Guru26 for Rs 1,800. ■

team@mymobile.co.in

### Pros



- Clear and Good FM/ audio sound
- GPRS enabled

### Cons



- No dual active support
- Limited phonebook entries

## TECH SPECS

Size | 114 X 46 X 16.5 mm

Weight | 100 grams

Memory | 45KB, microSD

Battery | Lithium 1800 mAh

Screen | 65,536 colours

Talktime/Standby | Up to 6 hours/Up to 500 hours

GPRS/3G | Yes/No

Bluetooth/WiFi | Yes/No

Phonebook Capacity | 300

Camera | VGA

Frequency | GSM 900/1800

Others | Mp3 player, FM radio, Loudspeaker

**Price: Rs 1,699**

### Feature-packed too

The Striker comes with a VGA camera that clicks average pictures, to which you can add effects, if you wish. You can make audio and video recordings too. FM needs earphones to be plugged in, and that done, reception is quite good. The volume on headphones as well as on loudspeakers is impressive. You can save up to 29 channels in the channel list and also record from FM. A fun option is the Magic Sound option in the calling menu that lets you transform your voice and sound very different- children, mellow women, men, deep, raucous, are a few options here. You also have a call recorder. And while on the subject, the call quality of the whole was good, even in low signal areas. There is a MP3 player too.

## VERDICT

LOOKS

7

FEATURES

8

EASE OF USE

8

PERFORMANCE

8

VALUE FOR MONEY

8

OVERALL

**78%**



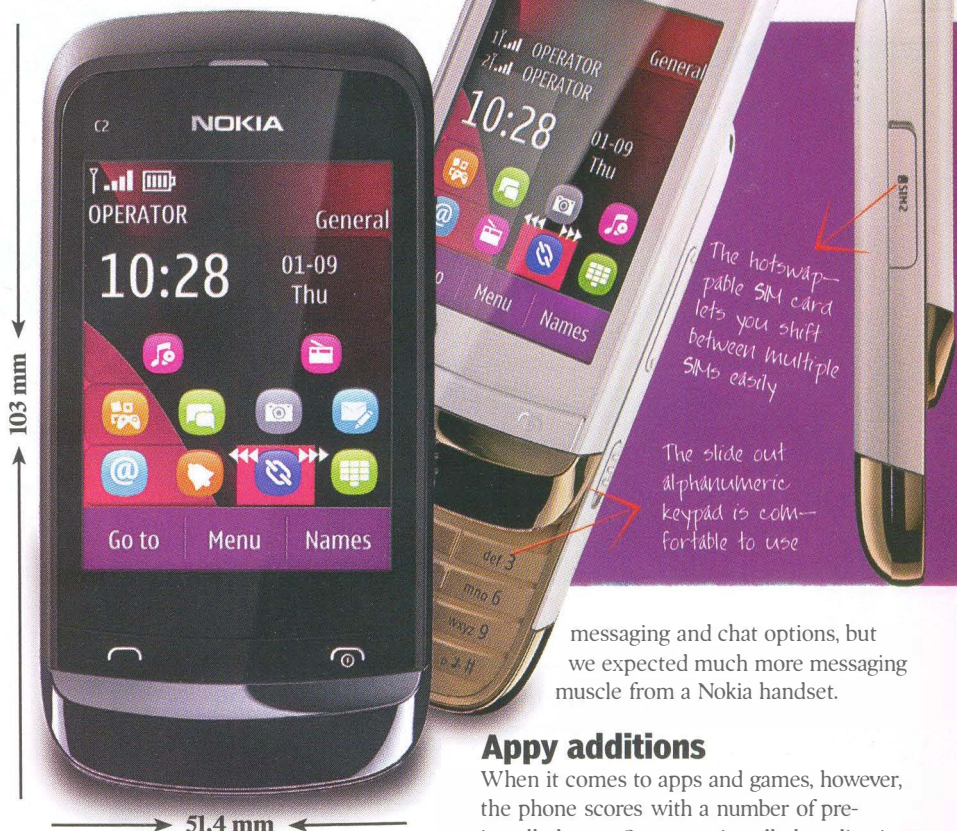
# NOKIA C2-03 Dual Sim Touch & Type

## Dual SIM looker!

The latest in Nokia's dual-SIM armada, the Nokia C2-03 can be considered a smart and stylish device in appearance. The phone comes in two colour options - white and gold, and black and steel grey. Both look striking, but we would recommend the black for rough users, as the white one does get dirty very easily. The phone supports two GSM network and has an easily swappable SIM slot. You can keep one SIM inside your phone and use the easy-swap slot to switch between multiple cards as often as you want. One of the special features of the phone is its support for both touch and type. The phone has a 2.6 inch resistive touchscreen and has shortcut keys like camera, contacts, and dialer on it which can be customised. The touch experience is not as good as in other high-end devices but is acceptable, especially after one has tweaked touch calibration settings. The phone has a decent slide out keypad which is comfortable to type on.

## Move to the groove

On the multimedia side, the 2.0-megapixel camera captures decent quality pictures and



messaging and chat options, but we expected much more messaging muscle from a Nokia handset.

## Appy additions

When it comes to apps and games, however, the phone scores with a number of pre-installed apps. Some pre-installed applications are Yatra Travel Buddy, BookMyShow, eBay, GaneshaSpeaks, Bharat Matrimony, News Hunt, ngPay, ESPN Cricket, Sulekha and Quikr that work smoothly. The phone also has changeable pre-installed themes. And like most Nokia devices, battery backup is not an issue at all. The phone has an internal memory of 10 MB, but can support a 32 GB microSD card. A 2GB card comes with the phone.

## Alternatively

Nokia C2-03 comes with a decent price tag of Rs 4,600. You can also opt for Samsung Champ duos that costs Rs 4,400. ■

team@mymobile.co.in

Pros 😊	Cons 😞
■ Hot swappable dual SIM	■ Average touch quality
■ Pre installed apps	■ No 3G

lets you add effects and adjust settings to improve picture quality. It can also record videos at 15 frames per second. The audio player of the phone works pretty well in both earplug and loudspeaker mode and the video quality is also acceptable. The phone also has FM connectivity, although you need to plug in your earphones for it to work. You can record directly from FM radio. But if the phone is decent on the multimedia front, we were surprised to see it stumble very badly in one of Nokia's core strengths - messaging. The phone lacks the very basic feature of disabling 'Sent Items' - it actually does not give the user the option to save sent messages or not, a feature that is generally seen in the Message Setting option of most Nokia handsets. The same goes for Conversations, as users cannot set these options as per their needs. A user cannot

even delete multiple messages, leaving them with no option but to delete them one by one which can get a bit tedious. You do have voice

## TECH SPECS

Size | 103 x 51.4 x 17 mm

Weight | 115 grams

Memory | 10 MB, microSD

Battery | Lithium 1020 mAh

Screen | 65,536 colours

Talktime/Standby | Up to 5 hours/Up to 400 hours

GPRS/3G | Yes/No

Bluetooth/WiFi | Yes/No

Phonebook Capacity | 1000

Camera | 2.0 Megapixel

Frequency | GSM 850/900/1800/1900

Others | Nokia Life Tools, maps

**Price: Rs 4,600**

## VERDICT

LOOKS 8

FEATURES 8

EASE OF USE 8

PERFORMANCE 7

VALUE FOR MONEY 8

OVERALL

**78%**



**TAKING OVER THE VIRTUAL WORLD**  
**MY MOBILE GOES ONLINE!**



**LOG ON TO:** [www.mymobile.co.in](http://www.mymobile.co.in)

---



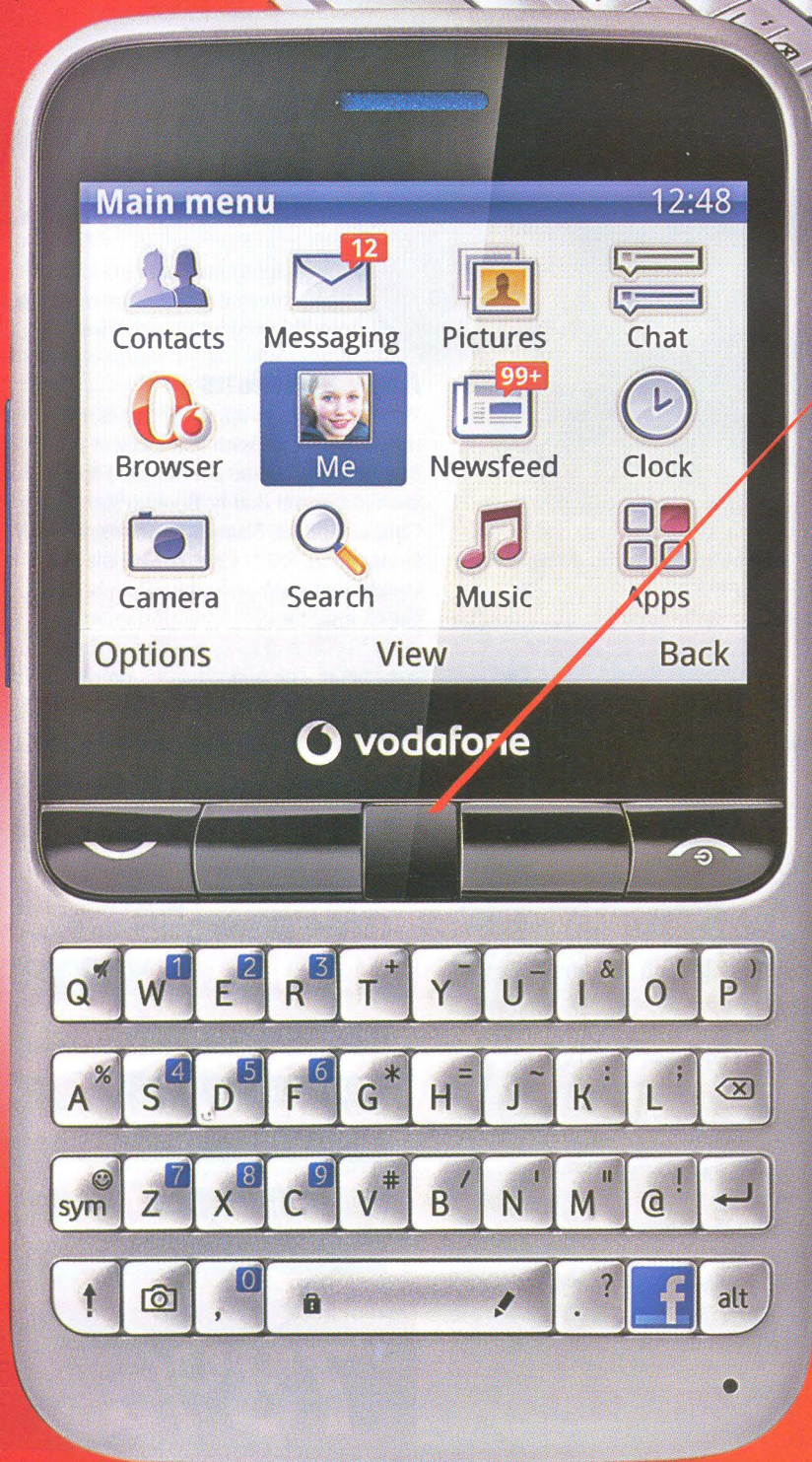
# BURN TEST

## VODAFONE 555 BLUE True Blue



All Facebook features can be accessed from the home-screen

Optical trackpad offers easy navigation option



### Pros 😊

- Deep Facebook integration
- Affordable
- Free Facebook access for a year

### Cons 😞

- Battery guzzler
- No Wi-Fi or 3G
- Average camera

### Be always on Facebook

Imagine a phone dedicated to Facebook, letting you be 'available' 24X7 to all your friends, all without costing the earth. That is exactly what Vodafone aims to offer with its Vodafone 555 Blue, the latest offering in its devices line up. The Blue is a QWERTY device which has been designed with Facebook, earning the title "Facebook phone." And the social network certainly dominates it.

Its homescreen allows you to directly send status updates. There is a dock at the bottom where you can add 15 shortcuts to contacts or menu items including Facebook functionalities. A Facebook button has been given on the right of the space bar that takes you directly to your wall. You can also configure it for accessing status updates, Facebook notifications and also to refresh Facebook data. All you need to get Facebook



integrated and working with the Blue is to insert your SIM inside it and add your Facebook account. You will be able to see all your Facebook contacts from the phonebook itself – including their info, wall, photos and likes and interests. You can also integrate your Facebook contacts to your phone contacts, and consolidate information for those who are both on Facebook and your phonebook.

The phonebook functionality works efficiently and removes the hassle of going to your profile again and again to get information about your friends. Interestingly, if you call or get called by a person who is not a Facebook friend, the phone asks you whether you wish to send them a friend request. If you wish to see just your phone's contacts, there is a tab for that in the Contacts. In fact, most of the functions in the phone have a tabbed view – in the Messages function you have tabs for SMS, MMS, Facebook and e-mail. The optical trackpad below the screen comes in handy to navigate the tabbed view but is limited when it comes to longer scrolls. The Facebook Chat feature is also preloaded on the phone. Once you choose the person with whom you want to chat, the tabbed view comes up again and you can easily toggle between you chat and the friend list. Facebook Search lets you search

people, pages and groups, although one has to do this through the browser. The only thing that you cannot do on Facebook on the Blue is to delete an update after you have posted it. The QWERTY keypad makes typing updates and e-mails easier, although we would have preferred a more responsive and bigger optical trackpad. You can view the photos and visit URLs on the posts but can't watch videos as the browser does not have flash support.

## Not just about Facebook

For all the hype, there is more to the Blue than Facebook. There are pre-loaded settings for Yahoo! Mail, Gmail, Hotmail and you can configure other POP and iMAP accounts too. Opera Mini browser is pre-loaded for fast browsing but we only wish the phone had 3G or Wi-Fi capabilities to make it connect faster – it takes ages just to connect to the e-mail server or browser. You can get news updates through Yahoo! and BBC News and can create new channels too. Instant messaging is handled by Parlingo IM, and there are utilities like Stopwatch, Calculator, Converter, File Manager and Notes.

The Blue also comes with a 2.0-megapixel camera, which is frankly not much to write about. It is pretty basic and you will need to have really good lighting condition to make the pictures work – the LED flash makes no visible difference in low light conditions. It can also capture videos, but again the results are not that great. Needless to say, you can share your photos on Facebook or via e-mail, Bluetooth or MMS. But for videos, the only options are Bluetooth, MMS or e-mail. There is no direct upload to Facebook option for videos. The phone has a FM radio (with RDS functionality) and music player. The radio comes with recording capability but as using

the optical trackpad to search stations is a bit cumbersome, we suggest you stick to the auto search option. The music player is capable of sorting music on the basis of artists, albums and genres. You have a number of equalizer pre-sets like Pop, Rock, Party, etc. You can rename them, but there are no customization options. We would say that the loudspeaker is weak even for listening to calls on hands-free. But the 3.5 mm jack allows you to use high quality headsets that can improve the music experience a lot. The microSD card is hotswappable, and the phone easily supported an 8GB card. However the device is a battery guzzler and we ended up charging it at least twice a day. This is primarily because of the Facebook screen saver that keeps running when the phone is idle, and cannot be turned off. The phone also continuously communicates with the Net and this, combined with calls and e-mails, also drains the battery. The white coloured phone has a slim profile and is compact to hold. The whole Facebook factor makes it stand apart.

## Alternatively

Vodafone 555 Blue costs Rs 4,900 and there is no other phone which can be called a true Facebook phone in this price category. It is also locked to the Vodafone network. An alternative is the INQ Chat which is still available from Aircel for Rs 5,300. ■

team@mymobile.co.in



## TECH SPECS

Size | 110 x 61.1 x 12 mm

Weight | 100 grams

Memory | 40MB, microSD

Battery | Li-on 1000 mAh

Screen | 262,144, colours

Talktime/Standby | Upto 2.9 hours/  
upto 324 hours

GPRS/3G | Yes/No

Bluetooth/ WiFi | Yes/No

Phonebook Capacity | Yes

Camera | 2.0 megapixel

Frequency | GSM 900/1800

Others | FM Radio, Parlingo IM

**Price: Rs 4,900**

## VERDICT

LOOKS

8

FEATURES

9

EASE OF USE

8

PERFORMANCE

7

VALUE FOR MONEY

8

OVERALL

**80%**



## iBALL SLIDE Sliding into Tablet Territory!



variety of ports have been integrated to give connectivity options



### Two much power?

Do not be taken in by the name - the iBall Slide is not a slider phone, but a touch-screen tablet competing for the top slot in the affordable tablet category. It has a 7.0-inch WVGA capacitive multitouch screen and boasts of connectivity options not normally seen in this price segment - an HDMI port, USB on the go port, and a port for connecting a 3G data card. All these ports along with a microSD card slot and a 3.5mm jack are on the bottom panel when the tab is placed in portrait mode. The front panel has just one hardware key, aptly marked as 'i,' which mainly works as the Home key. Rather strangely, there are two power keys - a button and a sliding one placed between all the ports.

We really didn't get the rationale behind two power keys. Even more unusual is the placement of the key for Back and Settings menu - on the spine right next to the power button, which is pretty tough to access anyway, especially in landscape mode where you can't see it. The back panel is shiny silver with a big loudspeaker. The Slide is not as anorexic as some tablets we have seen, but looks good nevertheless.

### Gingerbread joys and USB connectivity

The Slide runs on Android 2.3, the latest version of Android, and thanks to its 1GHz processor, runs it pretty well. However the UI is just plain vanilla Android. There are five homescreen panels that can be customised and one can add folders, widgets,

### Pros 😊

- 1Ghz processor
- Support for 3G data card
- Android Gingerbread (2.3)

### Cons 😞

- Interface not that fluid and touch response lags
- No SIM card support
- Back and homescreen option button uncomfortably placed

shortcuts, etc., to them. On the right in the landscape mode lies three touch key to access Settings, Menu and Browser. Despite the capacitive touchscreen, the touch experience was not as good as high-end tablets, although it was at par with other tablets in this range.

Input happens through an onscreen QWERTY keypad, which is easy to use. While one can use the tablet both in landscape and portrait mode, not all apps on it switched to landscape. The tablet comes with an ApkInstall icon that gives you access to a number of apps that you can easily download and install including Documents To Go, IBN Live, RTI, MoneyControl, and Nimbuzz. The notification bar stays at the top and when inside an app it also hosts a soft back button which for us was more convenient. 3G



settings let you connect a 3G datacard to the device via a cable, which can also be used to connect USB accessories and flash drives. The pre-installed ES File Explorer works well for transferring data to and from the mass storage.

Documents To Go lets you open and create MS Office files and you can also access desktop documents and Google docs using it.

The browser supports Flash and comes with multi-touch capabilities, although you get soft zoom buttons as well. As far as e-mail goes, the tablet supports both POP and IMAP accounts and also support.

## The multimedia S(l)ide

There is only one camera on the Slide - a 2.0-megapixel camera on the front panel, which is handy for video calling on Skype, the installer for which comes preloaded on the Slide. It can shoot videos too. The picture quality of the camera is just about acceptable. As far as the playback goes, the slide easily played 1080p videos. Videos can be played through the gallery or through the pre-installed UT Player. There is a music player that sorts music on the basis of artists and albums, but there are no sound enhancement features and the voice

## TECH SPECS

Size | 197.5 x 124 x 15 mm

Weight | 398 grams

Memory | 8GB, microSD

Battery | Li-Po 4400 mAh

Screen | 16million, colours

Talktime/Standby | Upto 6 hours/  
Upto 100 hours

GPRS/3G | Yes/Yes

Bluetooth/ WiFi | Yes/Yes

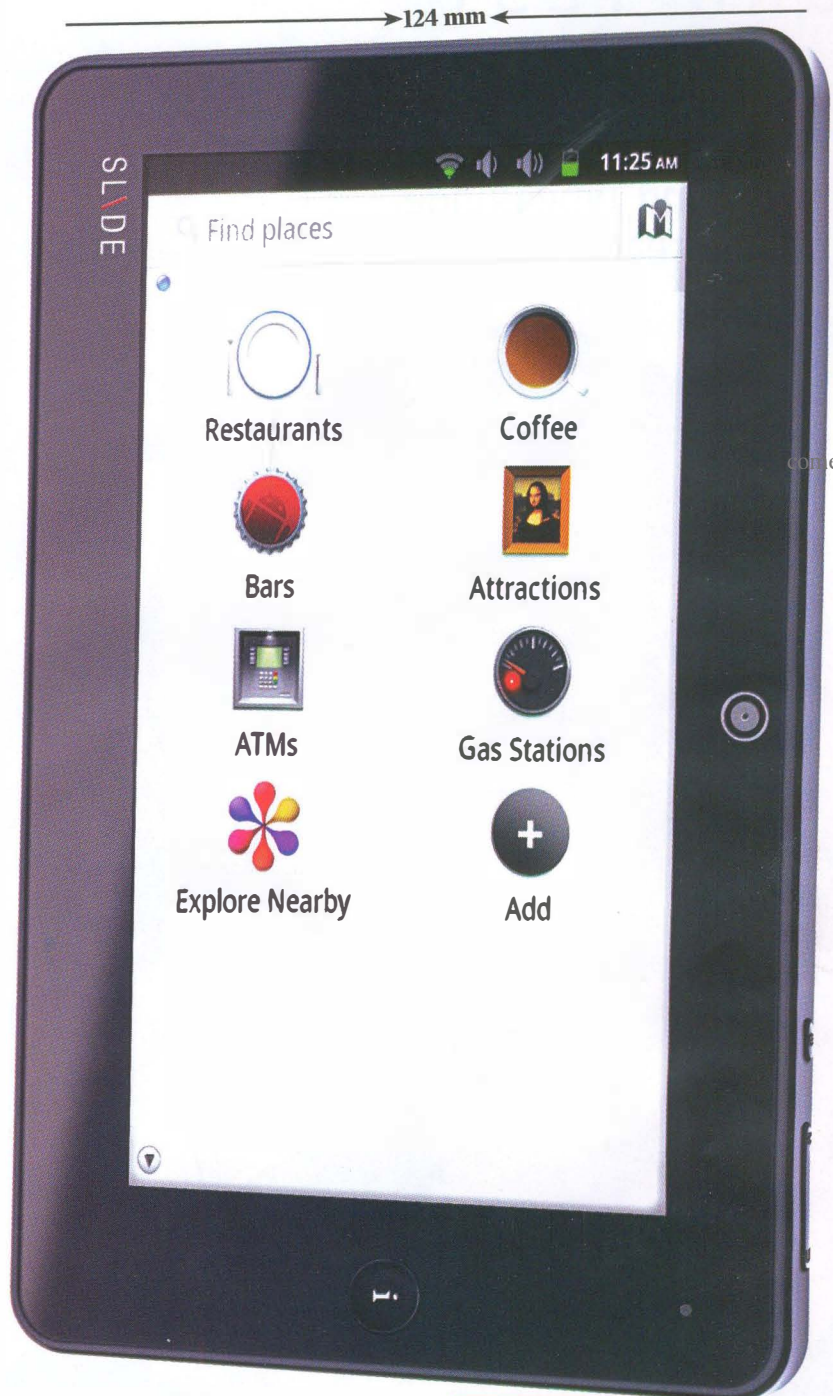
Phonebook Capacity | Shared

Camera | 2.0 megapixel

Frequency | GSM 850/900/1800/1900

Others | Whole range of pre-  
loaded apps

**Price: Rs 13,995**



quality is good. The tablet, however, lacks an FM radio or a pre-loaded YouTube application (of course, you can get one from the Android Market).

The Slide comes with 8 GB internal memory which can be expanded up to 32 GB. In battery terms, one full charge lasted for a day and a half with continuous Wi-Fi, video viewing, e-mail and couple of hours of music, which is pretty good, we think.

## Alternatively

The iBall Slide costs Rs 13,995, and other option could be Reliance Tab which costs Rs 12,995, but which is locked to the Reliance Network. ■

team@mymobile.co.in

## VERDICT

LOOKS

8

FEATURES

9

EASE OF USE

8

PERFORMANCE

8

VALUE FOR MONEY

8

OVERALL

**82%**



## MOTOROLA FIRE Touch and Type Budget gingerbread



### Moto's back - with Gingerbread!

After a period of relative quiet, Motorola has marked its return to the Indian smartphone market with its first Android Gingerbread phones in the country, of which the Fire is one. And it certainly has us interested, for it is the first Gingerbread handset to offer a touch and type form factor in the country at a price below Rs 10,000. The handset does not have an earth shattering design but will appeal to people who are looking for a candybar handset with a full QWERTY keypad. Overall build quality is good and the phone is comfortable to hold. That said, the glossy back cover is a fingerprint magnet, and needs constant cleaning. The Motorola Fire gives users the best of both



The keyboard might take some time to get accustomed to



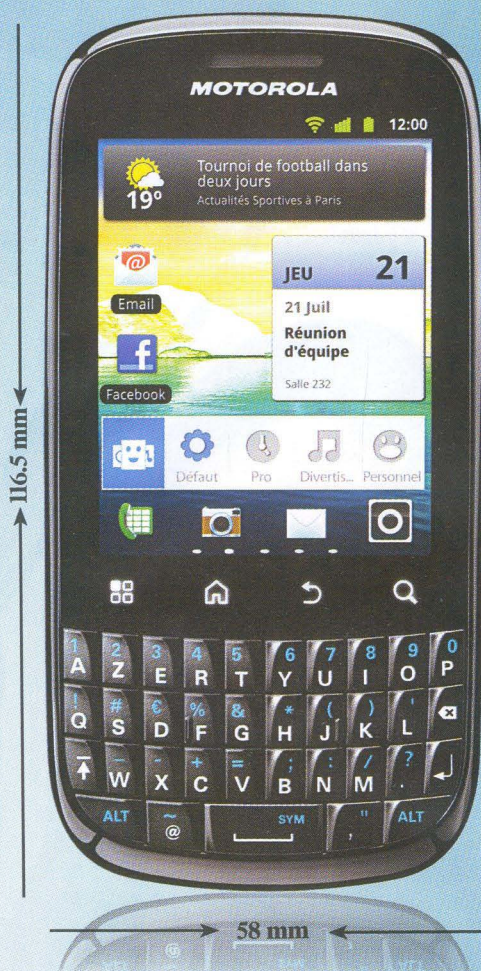
touch and type worlds with its combination of a 2.8 inch QVGA touchscreen and full QWERTY keyboard. The touchscreen is sensitive and large for this kind of form factor, but we found the QWERTY keyboard to be a bit cramped, and would not recommend it for those who like to write really long texts and e-mails, although we guess one could get used to it with time. Unlike the QWERTY keyboards seen in Nokia and BlackBerry devices which generally have numbers spread across three rows, the one on the Motorola Fire has all the number keys doubled up in the very first row. There are no physical buttons to make or end calls. All this takes some time getting used to, especially if you are moving from another QWERTY device.

## Multimedia fire

On the music front, the handset comes pre-loaded with a music application, which plays most of the popular audio formats such as AAC, MP3, WMP, WAV and MIDI. The sound quality of the audio through the earphones and the speaker was very good. The phone also comes with FM radio. The FM reception for the handset was good but the voice quality on the speakerphone left a bit to be desired. From the video perspective, there was no pre-installed application for playing video, but this being an Android phone, one could always go to the Android Market and download a player for the purpose. However, even without a dedicated video application, the handset was able to play videos in MP4 and 3GP formats. On the flip side, the display's low resolution of 320 x 240 meant that viewing video was not exactly an enthralling experience. Moving on to the camera, the Motorola Fire comes with a 3.0 megapixel camera. It is a fixed focus camera sans flash. The image quality of pictures taken through this handset was average and further deteriorated in low light conditions. Interestingly, the handset is powered by a 600 MHz processor, which might seem to be a bit on the lower side in terms of clock speed but when compared with other handsets running on Gingerbread, it nevertheless performed ably most of the time. Although it did show some signs of lag when put under heavy multi-tasking pressure. The device has no front facing camera, ruling out video calls.

## Doing the basics very well

One of the most interesting features of Motorola Fire is that it runs on Android 2.3 Gingerbread, which is the latest Android OS, and is slowly making its way on to handsets. Motorola has not attempted to add too many enhancements to the basic interface. There are five home screens that one can



personalise but, was no provision for adding or deleting home screens. However, the Fire comes with a Mode Switch option that lets you customise these home screens according to themes like default mode, business mode, entertainment mode and personal mode.

Setting up Gmail account on this handset was very easy and once done, it synced all our contact and Picasa photos like in any other Android handset. You could also set up a Wi-Fi hotspot, and thanks to the relatively larger screen, we did not have any complaints on the social networking and Web browsing front – we think 2.8 inch is the perfect screen size for such devices. This handset comes with a 1420 mAh battery, which easily last a day with bit of Facebook, Twitter and e-mail along with about two hours of voice calls. All of which makes the Motorola Fire a handset worth considering for consumers who are looking for a sub-Rs. 10,000 mobile running on Android Gingerbread with a touch and type form factor.

## Alternatively

Motorola Fire is available in the Indian market for Rs. 9,100. Alternatively, one can look at the Samsung Galaxy Pro, which costs Rs. 10,500 but runs on Android 2.2 (Froyo). ■

team@mymobile.co.in

## Pros 😊

- Good touch and type
- Build quality
- Android 2.3 (Gingerbread)

## Cons 😞

- Back panel gets dirty easily
- Average camera quality
- Low display resolution

## TECH SPECS

Size | 116.5 x 58 x 13.45 mm

Weight | 110 grams

Memory | 512MB, microSD

Battery | Li-Po 1420 mAh

Screen | 262,144 colours

Talktime/Standby | Upto 7 hours/504 hours

GPRS/3G | Yes/Yes

Bluetooth/ WiFi | Yes/Yes

Phonebook Capacity | Shared

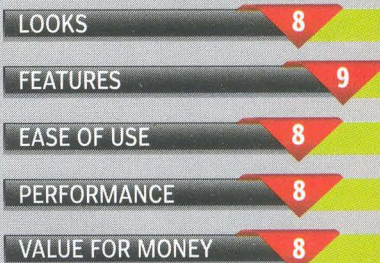
Camera | 3.15 MP

Frequency | GSM 850/900/1800/1900

Others | HD gaming, Nokia Social

**Price: Rs 9,100**

## VERDICT



OVERALL

**82%**



# BURN TEST

## MOTOROLA FIRE XT530 All Touch Budget Gingerbread

### Pros 😊

- Good touch experience
- Large screen size
- Android Gingerbread (2.3)

Front facing VGA camera has been added for video calling

The capacitive touch experience of the phone is smooth



### Cons ☹️

- Average battery life
- Unimpressive video quality
- Unimpressive FM reception

### Moto's back...with Gingerbread!

After keeping a low profile in the Indian smartphone market for a while, Motorola has returned with the Motorola Fire XT530. This is among the first Motorola handsets to come preloaded with Android Gingerbread (2.3) and is aimed squarely at the budget smartphone segment. Mind you, it packs some very reasonable specifications – it runs on a 800 MHz processor with Adreno 200 GPU and Qualcomm MSM7227T1 chipset which help boost the performance of the phone and make operations a speedy affair.



However, the biggest attraction of the phone is going to be its comfortably large 3.5-inch touchscreen which provides a very good touch experience- touchscreens of this size are normally not seen in this price segment.

In terms of appearance, the handset is a fusion of style and comfort as it has a metallic front panel and a comfortable rubbery back panel which houses the 5.0-megapixel camera with LED flash on the top and a speaker on the lower part. There is a slightly sunk metal strip running along the sides of the handset, almost dividing it into two portions. The handset has curved edges (a change from the sharp edges we generally see on most Moto products) which not only give it a slightly classy look but also let it fit comfortably into most hands.

The metallic and rubbery chassis combine to form its sleek body, and at 84 grams without much of weight. The top panel has the switch on/off button alongside a 3.5mm audio jack, while the sides come with volume rocker, a camera button, and a dual purpose USB and charging port. The overall appearance



is very easy on the eye.

### A decent touch

The phone offers a smooth capacitive touch experience which makes most functions easy to perform- the size of the touchscreen helps as well. There are four soft keys below the touch panel. The first is the Multifunction key with basic functions to add some widgets to the homescreen, see notifications, set certain functions according to your requirements, amongst others. The next is the Home key followed by the Back key and the Search key.

The homescreen has five panels where one can arrange, applications, widgets and shortcuts as per their choice. A two-second tap anywhere on the blank space on screen will lead to a list of options to add on-screen the shortcuts, widgets, folders and wallpaper. And you can switch between special themes for friends and for work- a bit like Nokia's work and play effort a few years ago in the E Series.

We did not have any great expectations from the 5.0-megapixel camera of the phone but were pleasantly surprised by the quality of pictures it took. Auto focus helped us in taking clearer shots and one could zoom up to 4X to take snaps, albeit by compromising on quality.

Besides options like white balance, you can adjust sharpness, brightness and contrast.

There is also a VGA front-facing camera which can be used for video calling. And yes, the phone does have all connectivity options from 3G and GPS to Bluetooth and Wi-Fi.

### A very good deal indeed

The phone comes packed with the usual Android goodies including stacks of apps and a decent browser, which supports Flash, and the ability to configure and setup e-mail accounts. The big screen is great for viewing web pages and social networks.

There is even a voice dialer, although it did not perform too well with us- perhaps our thoroughly Indian accents were to blame. Sound quality on the handset was very good, as in most Motorola phones that we have used. However, video was a bit of a disappointment. Although most formats were supported, the rendition and clarity left a bit to be desired. The same was the case with FM Radio, where we could catch stations but clarity was not the greatest. And while the large screen did make browsing and typing easy, it drained the battery very heavily- if you are going to keep your mails and social networks buzzing, you will find yourself running on charge well before a day is out.

All said and done, the Motorola Fire XT delivers the best a very decent performance at a reasonable price tag. The latest version of Android, a decent camera and good voice quality, and we think that Moto is back in touch territory with a bang.

### Alternatives

The Motorola Fire XT is priced at Rs 12,700. An alternative for those looking for a full touchscreen Android 2.3 experience is the HTC Wildfire S, which is priced at Rs 13,600, but has a smaller display (3.2 inches). ■

team@mymobile.co.in

## TECH SPECS

Size | 114 x 61.9 x 11.95 mm

Weight | 84.3 grams

Memory | 512GB, microSD

Battery | Li-Po 1230 mAh

Screen | 262,144 colours

Talktime/Standby | Upto 9.7 hours/  
Upto 720 hours

GPRS/3G | Yes/Yes

Bluetooth/ WiFi | Yes/Yes

Phonebook Capacity | Shared

Camera | 5.0 megapixel

Frequency | GSM 850/900/1800/1900

Others | Secondary camera

**Price: Rs 12,700**

## VERDICT



### OVERALL

**84%**





*Stereoscopic cameras come in handy for taking 3D pictures and videos*

## HTC EVO 3D Warrior of the third dimension

### HTC Hunk

Smartphones have been bitten by the glassless 3D bug. Hot on the heels of the LG Optimus 3D, the first 3D smartphone, comes the HTC EVO 3D. And it is nothing less than a Hulk among mobile phones. The phone has a 1.2 Ghz dual core processor at its core with 1 GB RAM and 1GB internal storage. It has the standard, by-now-predictable HTC looks and design, but has a big 4.3 inch capacitive LCD touchscreen bossing its front, which is good, as "bigger is better" when it comes to viewing 3D content. While it is not the lightest or most compact phone around, it will fit into most hands without too many problems. HTC has added some hardware buttons to the device too - there is a great big camera key and a 2D-3D toggle key, which we would have preferred to have as the part of the viewfinder for easier access especially while clicking pictures. There is a front-facing 1.3-megapixel camera for self portraits, mirror app and video calling, but while the dialer has smart dialing,

there is no integrated video calling on the phone... bummer! The back panel has a criss cross texture to highlight the dual cameras for 3D capture, between which is the dual LED flash.

### Going 3D

The 3D technology used in the EVO 3D's screen is the parallax barrier one seen in the LG Optimus 3D. However, there is no 3D menu as seen in the Optimus 3D, and 3D content is limited to a few games like NFS Shift, SpiderMan 3D and SIMS 3D. Yes, you can capture 3D photos and videos and also convert 2D videos in to 3D, but you cannot adjust the degree of 3D to suit your eyes (unless it's a feature within the app). The 5.0-megapixel dual cameras at the back let you capture 3D images of 2.0 megapixel resolution only. In the 3D mode, there is no control over the resolution setup, but you can use features like image setup, self timer and geo-tagging. Even while taking pictures, one has to find the right angle to get the best 3D effect.

In the 2D mode the highest resolution that one gets is 2560 x 1440 pixels and one can use face detection. The pictures through the 5.0-megapixel 2D camera are passable, but the 3D stills were not the greatest. You can capture 3D videos too, and these were better than the stills. Image adjustments, white balance and

stereo recording are the few salient options available here. As far as 2D videos go, the EVO 3D is capable of capturing 720p HD videos, and the quality here is pretty good.

As far as playback goes, there is no dedicated player and you have to access videos from the gallery only. But the phone played 1080p videos with ease. You can edit videos but only on lower resolutions, not in 720p or 1080p. You can also convert 2D videos to 3D but the effect is not great. All in all, the EVO 3D has very good hardware but its up to you to source apps and content to have fun with its 3D side.

### Making (HTC) Sense

The EVO 3D runs HTC's Sense UI, one of our favourite Android 'skins.' There are multiple screens that can be customised and you can download themes, skins, etc., The new ring-like locking system works well and the notification bar at the top shows recently accessed apps and provides access to Wi-Fi, GPS, main settings, etc.

At the bottom of the homescreen lies the curved bar with three keys for App Tray, Dialer and Personalisation and on the front panel there are four haptic touch keys for Home, Menu, Back and Search. The App Tray is divided into three parts - All, Frequent and Downloaded. The Contacts tab has a strong social network-





### Pros 😊

- Android Gingerbread (2.3)
- 1.2 Ghz dual core processor
- Glassless 3D capabilities

### Cons 😞

- No 3D content or a resource for the same
- The battery drains relatively quickly
- No built-in video calling application

ing integration that allows you to access all the conversations with your contacts from the People tab itself.

The phone comes with 3G as well as Wi-Fi connectivity. The browser is competent enough to handle all your needs and it comes with Flash support along with multitouch. You can set up any POP or IMAP client on the phone, which supports Microsoft Exchange too. Polaris office lets you create and edit MS Office documents. For the music buffs there is a music player and FM radio. Sound quality is good

## TECH SPECS

Size | 126 x 65 x 12.05 mm

Weight | 170 grams

Memory | 1GB, microSD

Battery | Li-Po 1730 mAh

Screen | 16million, colours

Talktime/Standby | Upto 9.3 hours/  
Upto 358 hours

GPRS/3G | Yes/Yes

Bluetooth/ Wi-Fi | Yes/Yes

Phonebook Capacity | Shared

Camera | 5.0 megapixel

Frequency | GSM 850/900/1800/1900

Others | Polaris Office, FM radio

**Price: Rs 34,000**

through headphones.

All these functions work with trademark HTC finesse, but are undermined by the battery. If you are out and about the whole day with your EVO 3D, we would suggest keeping a charger and electricity source handy.

### Alternatively

The HTC EVO 3D is available in the Indian market for Rs 34,000. The only other 3D phone running on Android OS is the LG Optimus 3D which is priced at Rs 36,000. However the Optimus 3D runs on Android 2.2 OS but has more 3D content. ■

team@mymobile.co.in

## VERDICT



OVERALL

**78%**



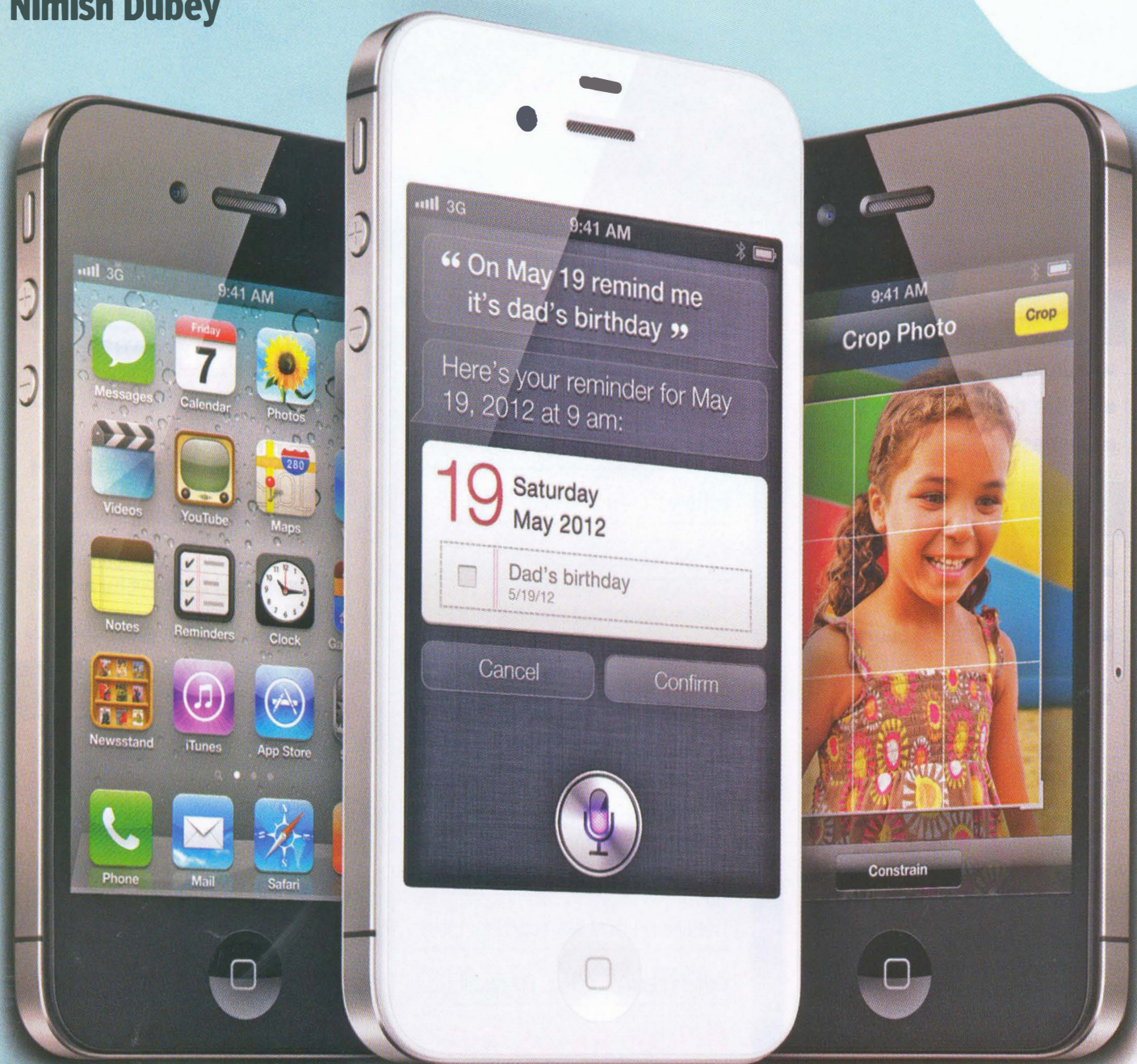
PREVIEW

# A New iPhone ARRIVES

**Apple has unveiled its fifth iPhone.**

Will it be able to repeat the success of its predecessors? We take a closer look at the iPhone 4S

**Nimish Dubey**







**F**ew handsets have seen the kind of speculation that preceded the launch of the fifth edition of the iPhone. In fact, people were guessing its shape, size and components, even though Apple had given no indication that it would be launching a new iPhone at its event on October 4. There was even speculation about what the phone would be called- iPhone 4G, iPhone 5, iPhone 4S, iPhone X...the list was seemingly endless. Eventually, a new iPhone was indeed released. And it was called the iPhone 4S.

### iPhone 4 outside, more muscle inside...

Contrary to many of the rumours, Apple decided to stick to its tried and tested formula when it came to the iPhone 4S- in appearance, the device looked very similar to the iPhone 4 and had similar dimensions, and the same 3.5 inch screen size with same retina display of 960 x 640 resolution. Yes, it looks as good as the iPhone 4 and is built of the same stainless steel and glass combination that has entranced millions. But in this case, beauty is truly skin deep.

For beneath that sleek exterior lies the real soul of the iPhone 4S. A dual core A5 processor (similar to that in the iPad) now powers the device, and graphics performance has been bumped up significantly, which many are saying will lead to a better gaming experience. Very significantly, the iPhone 4S also comes with an 8.0-megapixel camera that is capable of recording full HD video, and which Apple claims will give point and shoot cameras a run for their money with the quality of its pictures. In terms of connectivity, the 4S now supports both CDMA and GSM networks and is thus a world phone.

### HOWEVER, THERE IS MORE TO THE IPHONE 4S THAN BETTER SPECS AND A VOICE-CONTROLLED ASSISTANT. ONE OF THE STRENGTHS OF THE DEVICE HAS BEEN ITS OPERATING SYSTEM, AND THIS ONE WILL BE RUNNING IOS5, THE LATEST VERSION OF APPLE'S OS FOR HANDSETS

But perhaps the most spectacular new addition is a virtual assistant called Siri, which actually executes commands on the phone given by your voice. No, there are no fancy formats in which to speak. You can simply tell Siri "Remind me of my mum's birthday" and it will scour through your data, locate the information and quietly slip in a reminder to you, or say "Call up office" to be put through to your place of work. We do not know how well this will work with Indian accents (and there are a plethora of those), but we must confess to finding this a very compelling feature- computers and phones that obey one's voice commands have so far been restricted to science fiction.

### Powered by iOS5

However, there is more to the iPhone 4S than better specs and a voice-controlled assistant. One of the strengths of the device has been its operating system, and this one will be running iOS5, the latest version of Apple's OS for handsets. On offer will be better notifications, an iMessaging service similar to BlackBerry's legendary Messenger, smoother Twitter integration, and many more photo editing

options, not to mention the ability to use the volume Up button as a dedicated camera button when the phone's screen is locked- all this within the smooth intuitive interface that took the world by storm four years ago. Mind you, iOS5 will not be the sole preserve of the iPhone 4S, but will also be available for free download for iPhone 4 and iPhone 3GS users, but given its sheer spec muscle, we reckon the iPhone 4S will be best equipped to run it. Seamless connectivity and synchronising across different iOS devices and computers will be provided through iCloud. And of course, there are thousands of applications that can run on it- the richest app treasury in quality terms in the mobile world.

Of course, we would be naive to say that the iPhone 4S is perfect. There are concerns that the new notifications and the heftier processor could adversely affect battery life, which already is not exactly the greatest. Then there are the routine complaints about the lack of Flash support, the need for expandable memory, the proprietary nature of the iOS environment, and so on and so forth. But for us, the pros of the iPhone 4S so far outnumber its cons (some of which are showing their age). Great specs, the same spectacular looks and improved software- all of those would seem to indicate that Apple might just have managed to create another iPhone winner, without messing too much with a winning design. We will know for sure when the device hits select markets on October 14. iOS5, meanwhile, will be available for download from October 12.

For us, of course, the big question is going to be when the device comes to Indian shores. And at what price.

Ah, speculation time again... ■

nimish@mymobile.co.in



# WINDOWS PHONE GETS A MANGO BYTE



# Windows<sup>®</sup> phone

Microsoft is betting big on its latest Mango update for Windows Phone 7, which adds a number of features to its highly-acclaimed interface. But does it live up to expectations?  
**Sonia Sharma**

## A slice of Mango

Microsoft's Windows Mobile was once a force to reckon with but ultimately lost out to the likes of Symbian, iOS and Android. But with Symbian seemingly in its death throes and Microsoft tying up with Nokia, the latest avatar of Windows Mobile, now rechristened as Windows Phone, has rejoined battle against iOS and Android OS. After the first version of the OS won rave reviews for its interface, expectations from its upgrade (called "Mango") were high, with some even touting it as the saviour of both Microsoft and Nokia in the mobile business. Even as Mango makes its way into the Indian market, we got an exclusive copy on a Dell Venue Pro. Were we impressed? Read on.

## Copy and paste, live tiles...

The interface remains largely the one we had seen earlier – those beautiful tiles that give you access to your favourite features are still there and swiping left still brings up the alphabetically listed menu. Just as before, the whole menu is based on the side swipe concept. So if you are in contacts you can easily swipe sideways to see various segments such as all, recent, etc. However, now third party apps can be pinned to the start screen and you can have live dynamic tiles to give you updates on the homescreen itself. You can also pin contacts and

see their activity from the homescreen. The much-missed copy-paste feature has also been added to the device, as has multi-tasking. Truth be told, we were not too impressed by the multi-tasking feature, which is actually just a task switcher that you can access by long pressing the back key. What's more, it works only with apps that support multi-tasking and are compatible with Windows Phone 7.5.

## ...Connecting people

Social network integration too has received a boost. Twitter and LinkedIn contacts can now also be integrated, in addition to Facebook ones. You can also divide contacts into groups and pin groups on the homescreen. Facebook events have been integrated with the phone's calendar, you can share photos through Facebook, and the Messaging tab integrates Facebook chat into it. You need to authorise your Windows Live Messenger app to access Twitter, although you cannot access your direct messages through it (you need a dedicated Twitter app for that).

On the subject of messaging, while the previous version supported popular mail clients including Microsoft Exchange, the new one goes a step further and allows you to create a linked inbox, enabling you to see all your mails in one window. It



## Pros 😊

- Limited multitasking
- Live tiles support for third party apps too
- Contact groups, Twitter and LinkedIn integration
- Camera settings preserved
- Windows Marketplace access in India

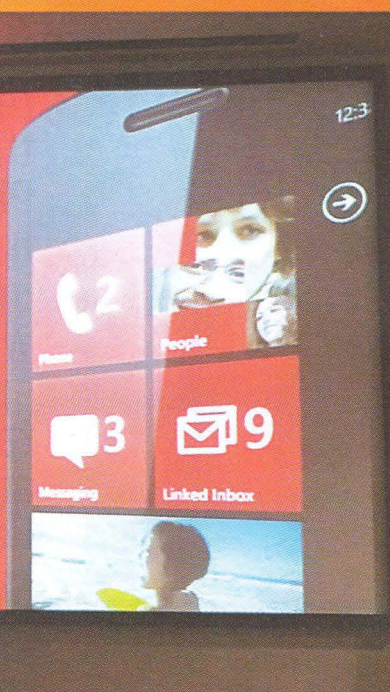
## Cons 😞

- No Bluetooth file transfer
- No Flash support for browser
- No mass storage mode for USB connectivity
- No file manager

Windows Phone

Mango update

Ondřej Štrba  
ISV DE Microsoft CZ  
29.6.2011



also comes with a threaded view bringing it on par with the other OSes in the arena. However, there is still no Bluetooth file transfer. You can also now create Wi-Fi hotspots, but only if you have a new Mango device – upgraded devices will not support it, which we think is not really fair on early adopters of the OS.

### Managing multimedia

On the multimedia front, we love the fact that the camera now retains your custom settings when you exit it - there is a Save settings option that allows you to keep your preferred settings. There is also support for an onscreen touch shutter release key. The OS still uses Zune to sync music and videos with the phone and we could not see any options for sound enhancements. You can now create customised ringtones, but here too you need to use Zune and the process is long and cumbersome. Whatever happened to the simple "save as ringtone" option? The phone supports voice commands so you can call or text a contact easily just by dictating it. It also supports voice over to read out communications that you get. Once you have a Windows Live ID you can actually ring, lock or erase your phone's content through Windowsphone.com. As far as search, goes Bing comes with both voice



and visual search which is similar to Google Goggles.

### Mango's tasty, but not a complete meal

While Mango represents a significant step forward for Windows Phone, it still needs a few more touches to become a formidable operating system. You still need Zune software to sync your music and other content on to your phone, there is no Mass Storage mode available when it comes to USB connectivity, and no sign of Internet tethering yet. The browser has multitouch but still lacks flash support. And while you can now access Windows Marketplace in India, the apps themselves have a long way to go before they can compete with Android or iOS apps. Even Bluetooth file transfer is not possible as of now.

We expect future updates like Apollo to tackle such issues, but the fact is that with other OSes evolving at such a rapid pace, Windows Phone has to speed up to stay in the race. A start has been made, it is now up to Microsoft to maintain the momentum. ■

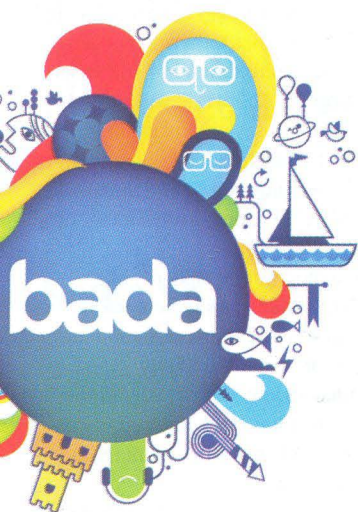
sonia@mymobile.co.in



## BADA - THE SECOND WAVE

It might not have got the kind of attention that Android, Windows Phone or iOS might have, but Bada OS has impressed many users with its simple and speedy interface. We take a look at its new and improved avatar, Bada 2.0

**SONIA SHARMA**



### Pros 😊

- Sleeker interface
- Multitasking
- Music Hub and Chat On apps

### Cons 😞

- No social networking services (SNS) integration in contacts
- No ubiquitous back button
- Separate internet profile settings for apps





## Bada bang

It has been a year since Bada was launched and after a couple of mild updates, the OS has moved on to its second version with the arrival of Bada 2.0. The company claims that this version of the OS will bring a number of innovations and capabilities to the user that will make it a worthy competitor to the likes of Android and iOS. And that is a tall claim indeed, when you consider that this is the season of updates with the likes of Windows Phone 7.5 (Mango) and Symbian Anna and Belle already in the market, and Android Ice Cream Sandwich and iOS 5 waiting in the wings. So, does Bada OS 2.0 live up to its creator's optimism?

## Pimping it up

We have to admit, complemented by the Samsung hardware the user interface of Bada OS 2.0 is slick and comfortable to use. It has been given a complete rework in terms of looks and feel and is much sleeker and sharper, giving a very sophisticated feel. It clearly has drawn a lot of inspiration from Android which is good, as it is much more familiar and easier to get acquainted with in terms of usability. There are a number of tweaks beneath the surface as well. For instance, there are now 10 homescreen panels, with the first one market our by a square, which just hosts live widgets. Currently there are six widgets available - Calendar, News, Search, Weather, Stocks and Contacts. While you cannot download any more widgets or place them on any other homescreen panel, you can pinch to get all the panels on one pane and edit them. Folder creation and renaming is possible in both homescreen and menu, although the process is a bit complex. Samsung seems to have ignored the SNS integration in the contacts tab. You can add your Facebook, Twitter, Gmail and many other accounts on the phone, but the Contact app is like an island with no connectivity with whatever is happening in the rest of the profiles - that is so not happening these days.

## Pumping it up

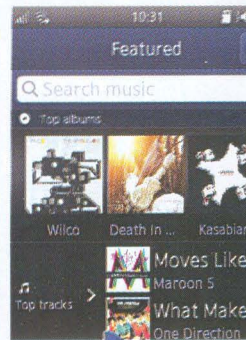
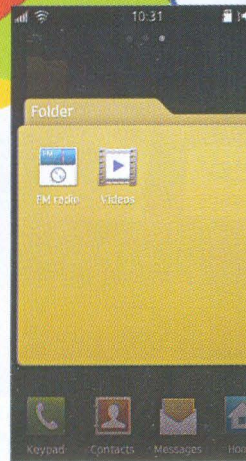
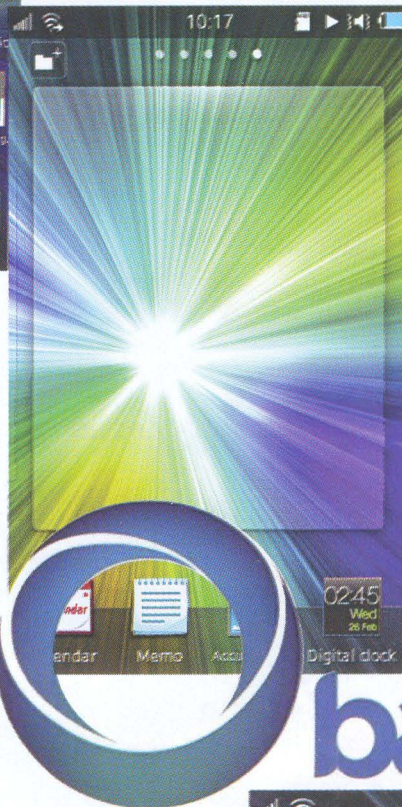
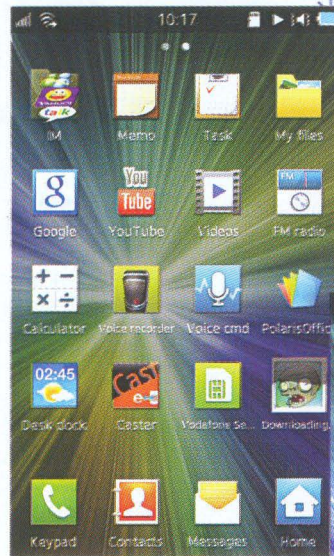
There are a few additions of note to the OS capabilities too. Multitasking is one of them as the OS offers app-ending capabilities. A Wi-Fi Direct feature has been added, which allows you to share content over Wi-Fi. The OS now supports push notifications not only for e-mails but also for the updates for various applications. The notification will follow the Apple style where the update alert gets featured on the app icon. For those who are in habit of using voice commands, the OS brings support for voice recognition also. Unlike in earlier versions, the Music Hub service has now been made

available to Indian consumers too but the pricing is still in GBP (Great Britain Pounds). Another feature that has been added is Chat, an app that synchronises with the phonebook and detects which other contacts are using the same app and lists them in your chat on contacts. There are some irritants too - there is no ever present back button that works across all apps. Some apps have a soft button for the purpose and then there is obviously the cancel option in most of the apps. However its more of a personal preference and the first time users might not even notice it. While showcasing the Bada 2.0, Samsung had claimed that they would integrate operator billing into it, but we still needed to put our credit card details in the Samsung App Store to buy apps. We hope that this change soon. Speaking of apps, they are still no where near the plethora of those offered on Android and iOS and this in turn reduces just what one can do on the OS. NFC is another feature that the OS supports but we still don't have the NFC phones.

## Our final thoughts..

There is no doubt that Bada 2.0 represents a big step forward for the OS in terms of both functionality and interface. We would not yet call it in the same league as the major OSes like Android and iOS but it is getting closer to them. Samsung's strategy to use it for bringing out relatively affordable devices might give it the boost it needs to start mixing it with the biggies. What it does need are apps, and lots of them. ■

sonia@mymobile.co.in





## A PERFECT 10! Unique and compact, its all you want

As Storage devices, especially flashdrives follow the same format all the time, 256 MB, 512 MB, 1 GB, 2 GB, 4 GB, 8 GB, 16 GB, 32GB, etc, but have you ever wished for a 10 GB pen drive and wondered why didn't they make any of those? Well your wish seems to have been fulfilled as Om Naotech has launched a number of unique capacity storage device and one of them is ZipMem 10 GB USB flash drive.

And its not just about a uniquely designed storage capacity, the USB pen drive has some interesting features too. To start with, its simply designed but is compact and sleek. It is capable of offering data read transfer rate of up to 18.5 Mbps and data write transfer rate of up to 6.5 Mbps.

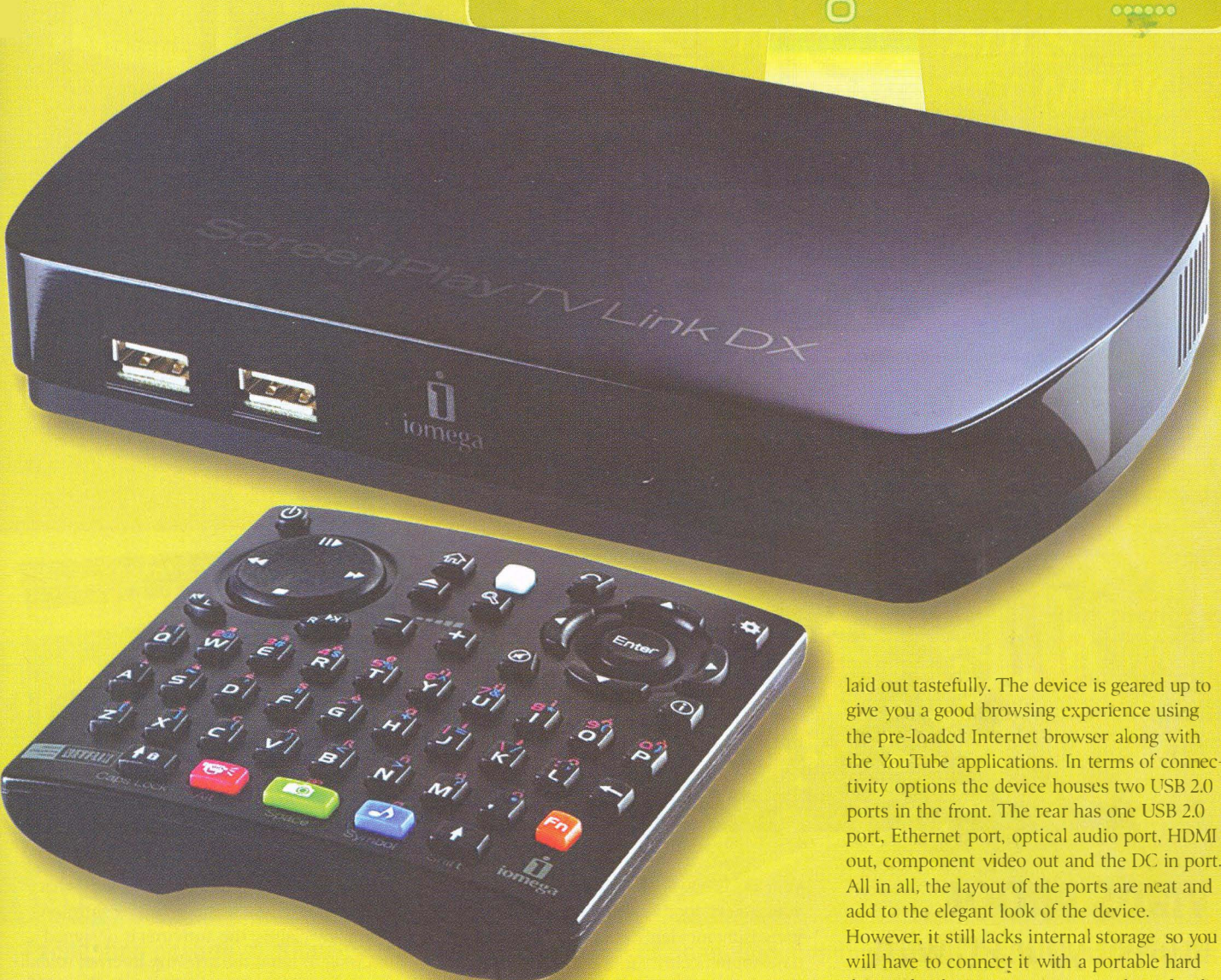
The ZipMem offers password protection and invisible partitions among other security features. It comes with USB 2.0 connectivity but is also compatible with USB 1.1. All popular operating systems like Microsoft's Vista, XP, Win2000, 98SE, Linux 2.4 and above are supported by the drive making it an impressive storage device.

To top it all, it is priced at an attractive rate of Rs 550 in the market. Om Nanotech has a manufacturing in India and the ZipMem USB flash drive is CE as well as FCC approved. ■





## GO HD WITH IOMEGA A HD player packed with goodies



If you are one of those who prolifically download content from the world wide web and use it for entertainment at home, then a media player is a must for you. These media players take home entertainment to a new level with features like wireless connectivity, applications, huge internal storage and the ability to manage all that without getting up from your couch!

One such device is the iOmega ScreenPlay TV Link DX HD media player. This is a sleek and trendy looking device that comes with a WiFi dongle, HDMI cable, AV cable, a number of plug points to suit various regional requirements and a cool QWERTY remote with AAA batteries. As far as the connectivity goes, it is well ported with USB 2.0, Ethernet, HDMI out, component videos out and DC in port, all

laid out tastefully. The device is geared up to give you a good browsing experience using the pre-loaded Internet browser along with the YouTube applications. In terms of connectivity options the device houses two USB 2.0 ports in the front. The rear has one USB 2.0 port, Ethernet port, optical audio port, HDMI out, component video out and the DC in port. All in all, the layout of the ports are neat and add to the elegant look of the device. However, it still lacks internal storage so you will have to connect it with a portable hard drive. The device supports a number of audio video and picture formats and is very versatile for you entertainment usage. As the name suggests, it is also capable of supporting HD content like 1080p videos. While the device comes with a WiFi dongle, but would have been great, if could support a built in WiFi. The iOmega ScreenPlay TV Link DX HD media player is available at MRP of Rs 8,999 in the Indian market. ■





## VIRUS PROOF

### Protect your PC with Appin

Computers have become an integral part of our lives and store some of the most important records and documents. They also are our window to the virtual world and come in handy for using services like internet banking and online shopping. In such a situation protecting

your PC is surely as important as locking your house door while going out. With increasing incidents of cyber crime day by day, Appin Security group recently launched the Fort Appin—India's first Zero-Day virus protection solution powered by Bitdefender. This new Internet security software defends your PC against viruses, hackers, spam, and identity theft with minimal ease. The software also has a special module built in Appin labs that does heuristic based malware blocking and removal, thereby providing zero day protection even when the signatures have not been updated. It also features iPhone friendly

parental control to monitor your kids, chat encryption, firewall and privacy control. As company claims, the antivirus is designed keeping in mind the growing Internet usability across India with special emphasis on the rapidly evolving SME industry. The software provides IT administrators with network wide visibility into all malware related incidents and proactively audit hardware and software assets within the network. Fort Appin is priced at Rs 750 for single user annual license and is available over 110 Appin technology labs across India, selected distributor and software retailers. ■





## “LIVE” ENTERTAINMENT Live TV is here Freeway

There are a number of media players out there but imagine one with storage space of 1 TB. Yes this is the western Digital's WD TV live. The device is a bit big-

ger but come on we cant have 1 TB storage in an itsy bitsy device! but it still manages a sleek and stylish design that exudes quality. The interface of the TV live is simple to understand and operate and owing to the humungus storage you don't need to go through the hassle of attaching separate hard drive to the device.

It comes with USB and Ethernet connectivity but lacks built-in WiFi connectivity. It comes with HDMI support but you will have

to source the cable on your own. There is a remote control in the sales pack that will give you a wireless control on the device. It supports a wide variety of music, videos and image codes and the user interface is simple to understand and easier to use. The USB ports let you connect devices directly to the TV Live and transfer data helping you to take complete benefit of its impressive storage capacity. The WD TV Live comes at an MRP of Rs 11,990 in the Indian market. ■





## STORAGE POWER

Its easy and useful



For those who want more and more storage space for their content can understand the importance of portable storage solutions. They are handy, easy to carry and are also capable of keeping the data safe to an extent. While there are a number of options in the market, the latest one is the Transcend StoreJet 25H2 portable hard drive.

It is a perfect option for any one who loves to keep their music, movies and even office documents at hand anywhere, anytime. The StoreJet 25H2P is one of the most robust

portable hard drives available. With the dimensions of 130.8 × 80.8 × 21.7 mm and weight 256 grams it allows you to store up to 1 TB data in it.

The StoreJet 25H2P is also well-appointed with an extremely convenient one touch auto-backup button. Just press the button, and it will help you to instantly backup and synchronize data with your computer. A radiant purple anti-slip rubber enclosure, a toughened hard casing, and an internal hard drive suspension damper make it an all terrain storage solution for those on the go.

Some other features which are integrated in this drive are advanced internal hard drive suspension system, high-speed USB 2.0 compliant and backward compatible with USB 1.1, easy Plug and Play operation with needing any drivers, USB powered—no external adapter necessary, power saving sleep mode, high-speed data transfer rates of up to 480 Mbits per second and LED power/data transfer activity indicator. The Transcend StoreJet 25H2P is available at MRP of Rs 5,500. ■

team@mymobile.co.in

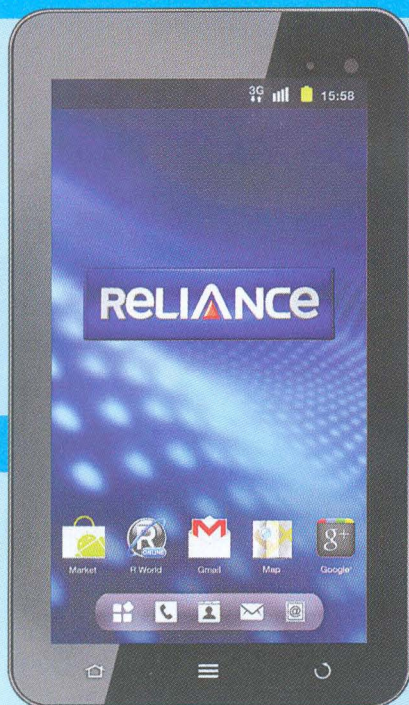


# TABLET TARIFFS TO GO DATA DRIVING

**Are you thinking of buying a tablet?** And wondering whether there are any special tariff plans for your favourite tab? Here are a few that will help you in making an informed decision **Waseem Ansari**

## OPERATOR: RELIANCE COMMUNICATIONS

### RELIANCE 3G TAB



### Prepaid & Postpaid : Super Value Combo Offer ( Annual )

Free Data Usage / month	1 GB	2 GB	5GB
Reliance 3G Tab Price (in Rs)	12,999	12,999	12,999
Regular Rental for 12 months (in Rs)	7,788	8,988	14,388
Discounted Advance Rental for 12 months (in Rs)	4,500	5,500	7,000
Combo Price for a year (in Rs)	17,499	18,499	19,999
You Save ( in Rs )	3,288	3,488	7,388
You Save ( in % )	42%	39%	51%

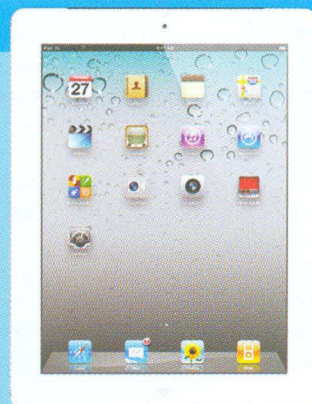
### Prepaid & Postpaid : Value Offer ( Monthly )

Free Data Usage / month	2 GB	5GB
Regular Price / month (in Rs)	749	1,199
Discounted Price / month (in Rs)	598	798
You Save in 12 months ( in Rs )	1,812	4,812
You Save in 12 months ( in % )	20%	33%

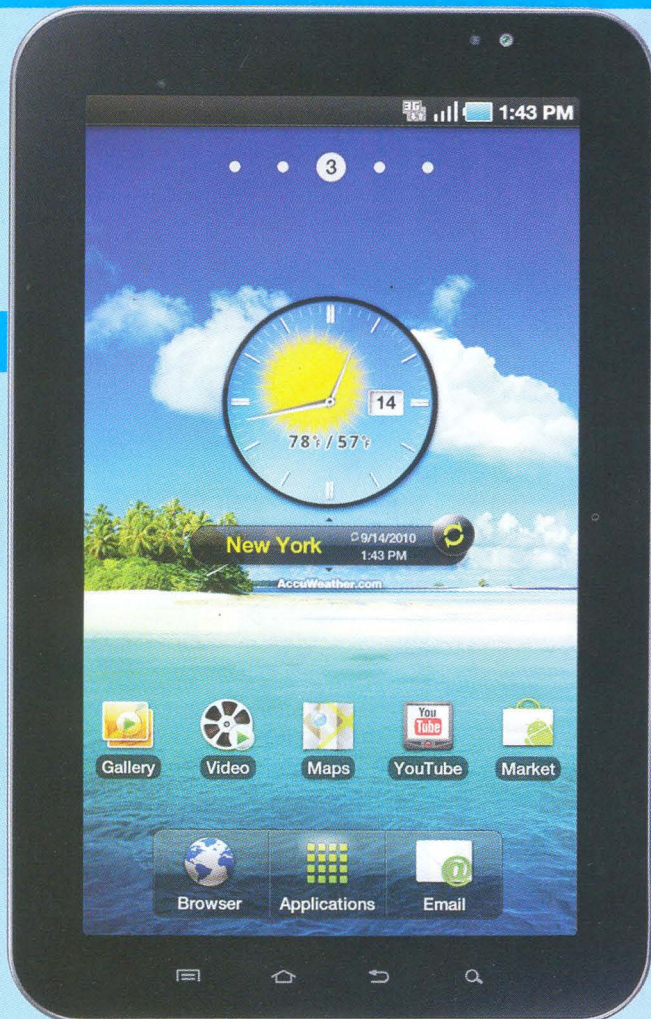
### iPad®2 - Reliance 3G Offer

Plan	Prepaid	Postpaid	Data	Validity
1 GB day Pack	Rs 203	--	1 GB	Till Midnight
5 GB Month Pack	Rs 752	Rs 750	5 GB	30 days
10 GB Month Pack	Rs 1100	Rs 1100	10 GB	30 days

**T & C Apply:** Additional Service tax of 10.3% applicable for Postpaid. Data at 7.2 Mbps for 3G circles and GPRS for non 3G circles in case of data exceeding the Data permissible for the plan, additional charge of Rs1/MB applicable. Apple, the Apple logo & iPad are trademarks of Apple Inc., registered in the U.S. & other





**SAMSUNG GALAXY TAB**

**Note:** New customers will automatically get the offer within 72 hours of first call from a new connection. Existing customers purchasing a new handset can contact RW/RMS to get the offer. Choose your 3G handset along with Reliance 3G services and get great value-for-money. Pick the handset and pack that suits you best from the ones below and get in touch with us.

**Postpaid ???????****3G Offer per month for 24 months**

- 200 MB 3G Data per month for 3 months
- 100 minutes video call per month for 3 months
- Mobile TV Fun Pack for 1 month

**Data Speeds**

- 7.2 Mbps

**Prepaid****3G Offer per month for 24 months**

- 200 MB data per month for 3 months
- 50 min video call per month for 3 months
- Mobile TV Fun Pack for 1 month

**Data Speeds**

- 7.2 Mbps

**Handset Features**

- Unlimited access to web-browsing
- A one stop Readers Hub
- Communicate face-to-face
- More of the information you need
- Camera 3.0MP/ 1.3MP(VT)

**OPERATOR: BSNL****Postpaid iPad 3G Data Plans from BSNL**

- **Activation Charges:** Rs 100/-
- **Monthly tariff:** Rs 999/-
- **Free Data Usage:** unlimited

**Prepaid Data Plans from BSNL for iPad users in India:**

- **Unlimited Monthly Plan @ Rs.999/-**
- **Limited Monthly Plan @ Rs. 599 which includes 6GB free data usage, after that 1paise/10KB**
- **Daily Plan @ Rs. 99/day for Unlimited data usage**
- **BSNL Starter data pack for iPad 3G @ Rs. 100 which offers free usage with activation 1GB for Six Months.**



waseem@mymobile.co.in

**Disclaimer:** Tariffs may change from time to time and vary from circle to circle. Please check with your operator before opting for one.



# Mobile Advertising Gets a 3G Boost

**Mobile advertising in India** was limited to text-based marketing that was being termed spam and irrelevant. However, things are expected to change and evolve with the introduction of 3G. We cast a glance at what mobile advertising could be in the 3G era

**Surbhi Chawla**

India has always been a very diverse market with needs and aspirations of people varying from one district to another. It is a retailer's dream and nightmare too. One has to ensure that one's product/service caters to a greater mass and not just to separate individuals, and then one has to market their offerings in a manner that people from different sections with varied aspirational levels and needs can relate to them. Mobile advertising helps them achieve the second in a more targeted manner at lesser cost.

## The story so far

The global mobile marketing industry is expected to grow to \$24 billion by 2013, and the Asia-Pacific region will provide a conducive eco-system to fuel this growth. According to InMobi, mobile advertising is growing strongly in India. As of Q2 2011, India registers 4 out of every 10 ad impressions in APAC. India saw more than 9 billion ad impressions in July 2011 that compares very favourably with 43.7 billion ad impressions globally.

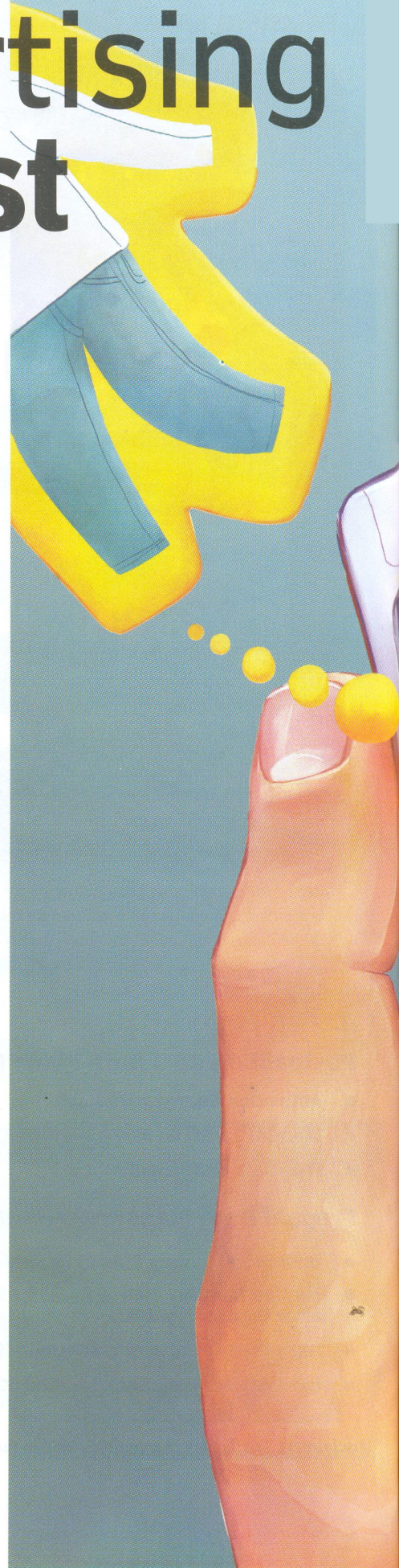
Affle, a mobile advertising company, has pegged the mobile marketing market today to be around Rs. 100-150 crores and further claims that it is growing at over 75 per cent annually. However, the fact is that mobile advertising in India has predominantly been based text based marketing, which has its own challenges. The first is the language barrier. The mobile was seen as the medium that would help the brands to connect with even

the people who reside at the bottom of the pyramid and most of the people in this bracket are either illiterate or have little knowledge of English language. Also most of the text-based efforts are so clichéd that consumers who are literate treat them like spam messages. A lot of consumers who were irritated with these ads of slim sauna belts to buying lucrative property have even registered themselves with the National Do Not Disturb Registry (DND), effectively cutting off many mobile marketers. However, the arrival of 3G is expected to improve matters.

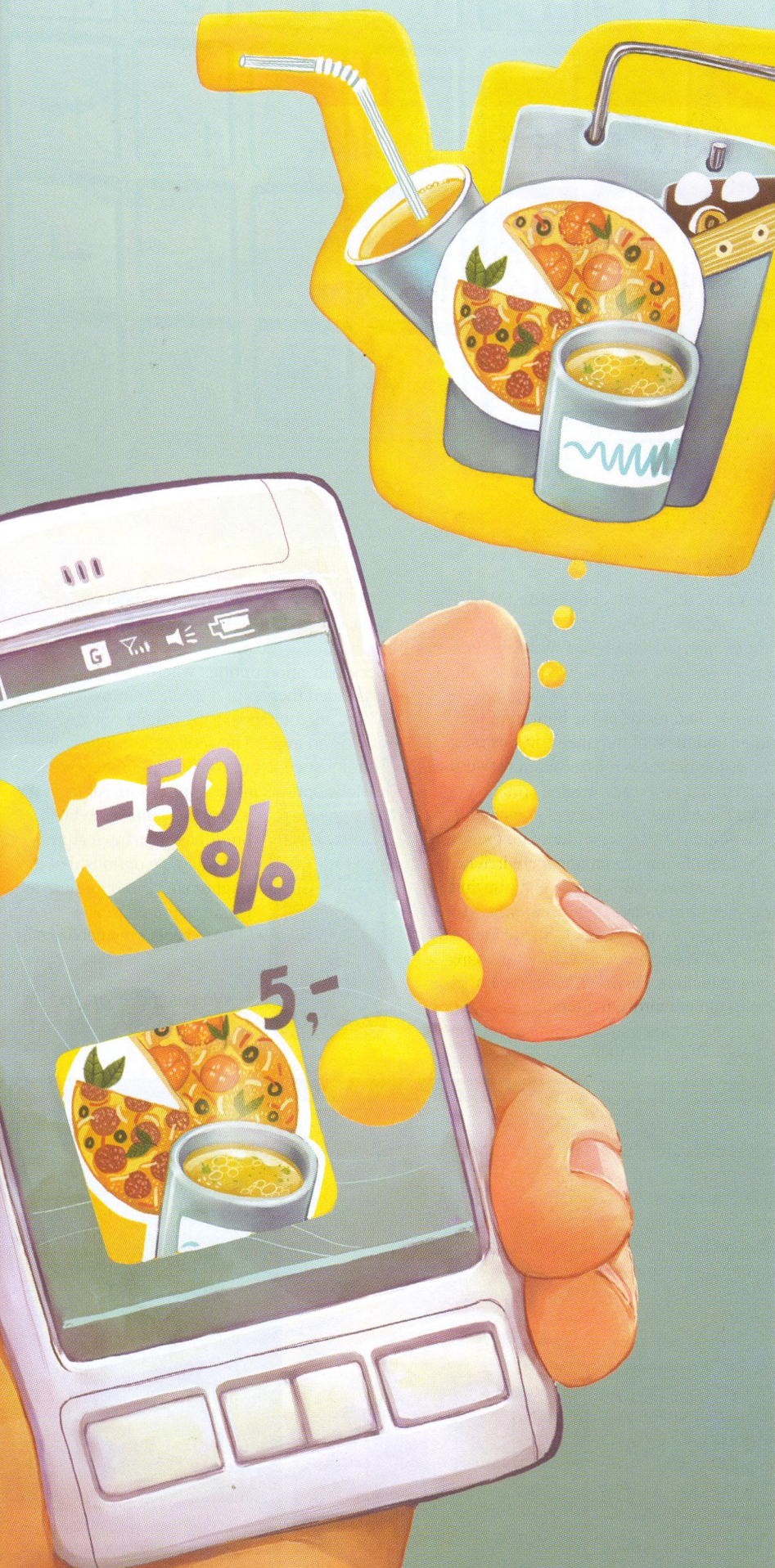
## Riding on the data wave

It has nearly been a year since 3G has been introduced in the country. The uptake for the same has been very selective so far but 3G is one of the turning points for adoption of non-voice services in India. With the availability of 3G infrastructure, consumers have finally started to experience the true media potential of the mobile device. "With increased media/content consumption come opportunities for creating blended content and advertising experiences.

This would thus open up several new opportunities for mobile advertising. This has already started to happen and we expect huge growth in it going forward," explains Anuj Kumar, CEO, Affle. A further impetus will be provided in this segment, as with the introduction of more affordable smartphones and alluring tablets, it is expected that there could be a significant







uptake for 3G services in the coming months. One of the reasons for the mobile advertising to have become more acceptable in today's time is because it has evolved significantly in terms of creatives. Bikash Chowdhury, director of marketing, InMobi, explains, "Today, rich media ads allow consumers to interact with the ad in a non-intrusive manner. For example, users can tap to watch a video, get a 360 degrees view of a product, locate a store, call a dealer and return gracefully to the content". Higher internet speeds also make the user experience better, and at the same time rich media technology has evolved to an extent where immersive user experience is possible with lower data speeds.

### A sense of place

It is not just the rich media based advertising that is alluring the media planners and marketers. They are also looking very seriously at location-based advertising. "Contextual and geo-targeted ads are being sent out by the brands and there is surely an uptake in regards to these messages," says Debadutta Upadhyaya, VP India, Vdopia. This form of advertising can help in two ways. For example, if you are a frequent visitor in the Connaught Place area in New Delhi and have a favourite coffee joint, when that joint sees that you are in the area, it can send you a special offer, which is valid for that day only or there could be a competing chain that can send an offer to lure you to try their coffee instead. The third could be a grocery shop in that location telling you about the current schemes and offers and suggesting that while you are in this area why don't you make some grocery purchases as well. The latter is more at getting the consumer to make an impulse purchase while they are at a specific location, which is not very far away from the advertiser, who is luring them with some more benefits.

### The ad road ahead

Upadhyaya of Vdopia agrees that there are now a far greater number of brands that are keen to get on the mobile advertising bandwagon and try out something more unique for their messages. The idea is not just to have another component in communication or to complete their 360 degree communication mix but to have something which on its own can help the marketers in building the brand, help in building the recall value for a brand or help in attracting more customers. In short, the coming times could be very interesting from a mobile advertising point of view and one can look forward to more creative and targeted mobile ads. ■

surbhi@mymobile.co.in



## TYPE, SWIPE, GO! Android finally gets a terrific free keyboard app

Ask people what they hate about touchscreens and it is a fair chance that "entering text and typing" will be one of the most-heard answers. Keyboards in a touchscreen phone need to be adequately sized and well spaced, to provide a good typing experience. Alas, not all keyboards come up to these standards, making text-entry on touchscreens a bit of a nightmare, and leading to the emergence of

**RATING**  
**85%**

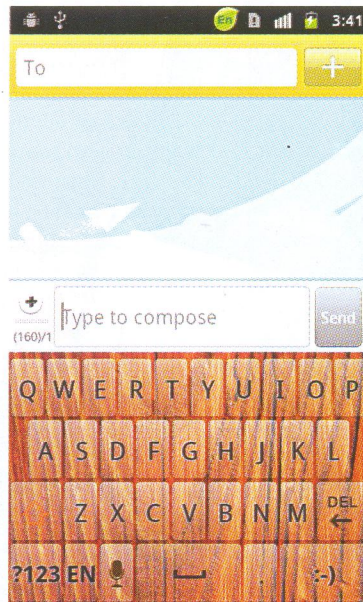
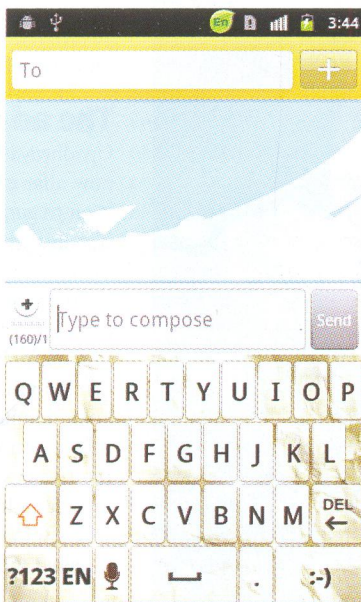
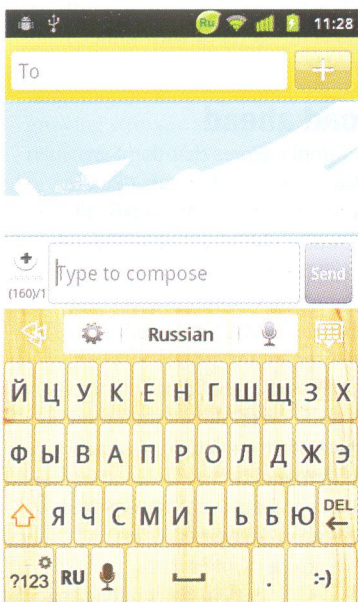
alternative text-entry options like SWYPE. Go Keyboard attempts to provide a solution to this, by offering a keyboard with big enough keys as well as a SWYPE-like functionality, which lets you write just by dragging your finger across the keys you want to press, rather than by pressing them individually. The app is available for free from the Android Market, and once downloaded and integrated into the input system of the phone, imports SMS and contacts into its dictionary.

So if you use Hinglish while writing SMSes, those words will pop up in the spelling suggestions when you are typing. Similarly, the names of all your friends in your Phonebook get included in the dictionary, so their names too get suggested, saving you a lot of typing. Neat. You can add smilies and use a

QWERTY or a multi-touch keyboard as per your convenience. And it's not all about just input. Go Keyboard comes with a number of personalization options where you can use preloaded themes and create your own too. There are four themes by default but you can download more. The cool arc-like interface is not just cool, but convenient for accessing various options in the application. All in all it's a very convenient keyboard but it has so many features and interface options that it might take you some time to get accustomed to it. ■

sonia@mymobile.co.in

**We tested it on the  
HTC EVO 3D**





## PhotoStudio

Browse

Camera



## PHOTO PATCH UP FOR BB BOYS

### Photo editing on your BlackBerry

**B**lackBerry devices have many outstanding features, but their cameras are generally not among them. Barring the top-end phones, BB users often end up with a very basic camera with limited features, with hardly any photo editing options. And by photo editing, we don't mean just correcting a photo, but also adding new effects and elements to it. It is this what the Photo Studio: Editor application brings to BB handsets. This app is available for free on the BlackBerry App World. It lets you edit a picture saved in the gallery or even click and edit a new image (you can access the camera

from the app— handy!). The interface of the application is simple. All the options for photo editing are available on a horizontal scrollable dock. The app works only in landscape mode which is good for image editing as you get more space to work your editing magic, such as it is.

**RATING**  
**82%**

There are a number of image editing options and sub options. For instance, in colour effects, there are various categories like Disco 80s which in turn have a number of colour effect options. You can adjust the RGB (Red, Green, Blue) ratio of the picture and also adjust its contrast, brightness, hue, and

saturation. The app also gives you the capability of rotating the picture, cropping it, adding frames to it and do red eye reduction. Once you are through, you can choose to overwrite the previous image or save it separately. We must admit that we would have loved to have the option of adding more elements to the picture like clip art and doodles, as well as the option of merging two pictures or creating collages. Still, all said and done, this is very decent image editing for BlackBerry Boys. ■

sonia@mymobile.co.in



**We tested it on the BlackBerry Torch**





## VOICE IN THE "CLOUD" Keep your audio files safe online

Use your phone as a voice recorder too? It is a convenient option but transferring the files to a computer can be cumbersome and irritating. And of course, we wish we had a penny for every time we accidentally deleted an important audio

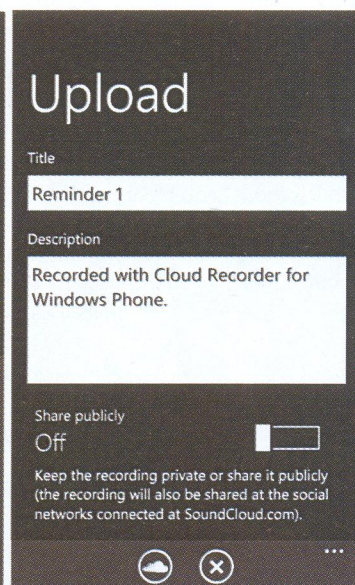
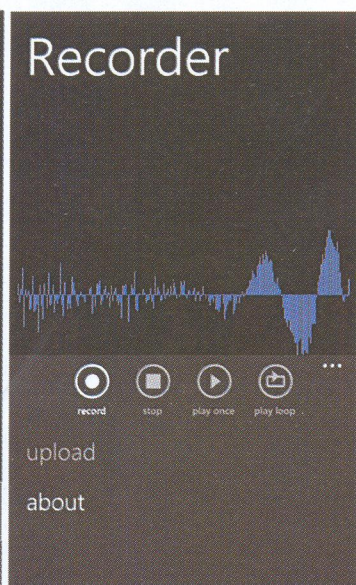
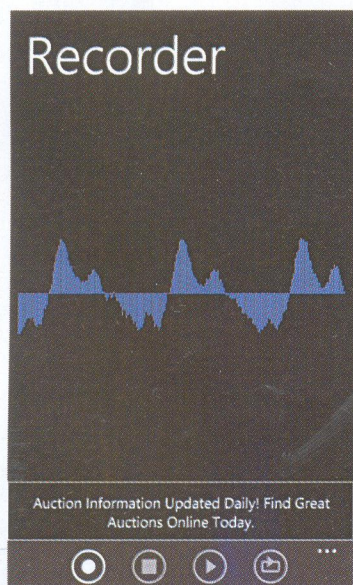
file. Which is why we love Cloud Recorder, an application that saves phone recordings on the cloud, allowing you to access them from anywhere and on any device. The app is available for free download from Windows Marketplace for Windows Phone users. The interface is very simple. On opening the app you get four touch buttons to record, stop, play and play in a loop. On accessing Further Options, you can upload your recording through SoundCloud, which

**RATING**  
**78%**

can be accessed by creating a free SoundCloud account or logging in with one's Facebook account. Once uploaded, the recording can then be shared through Facebook, Twitter and e-mail. Simple, convenient, and very handy, although if you start recording without uploading the previous recording, it gets overwritten!

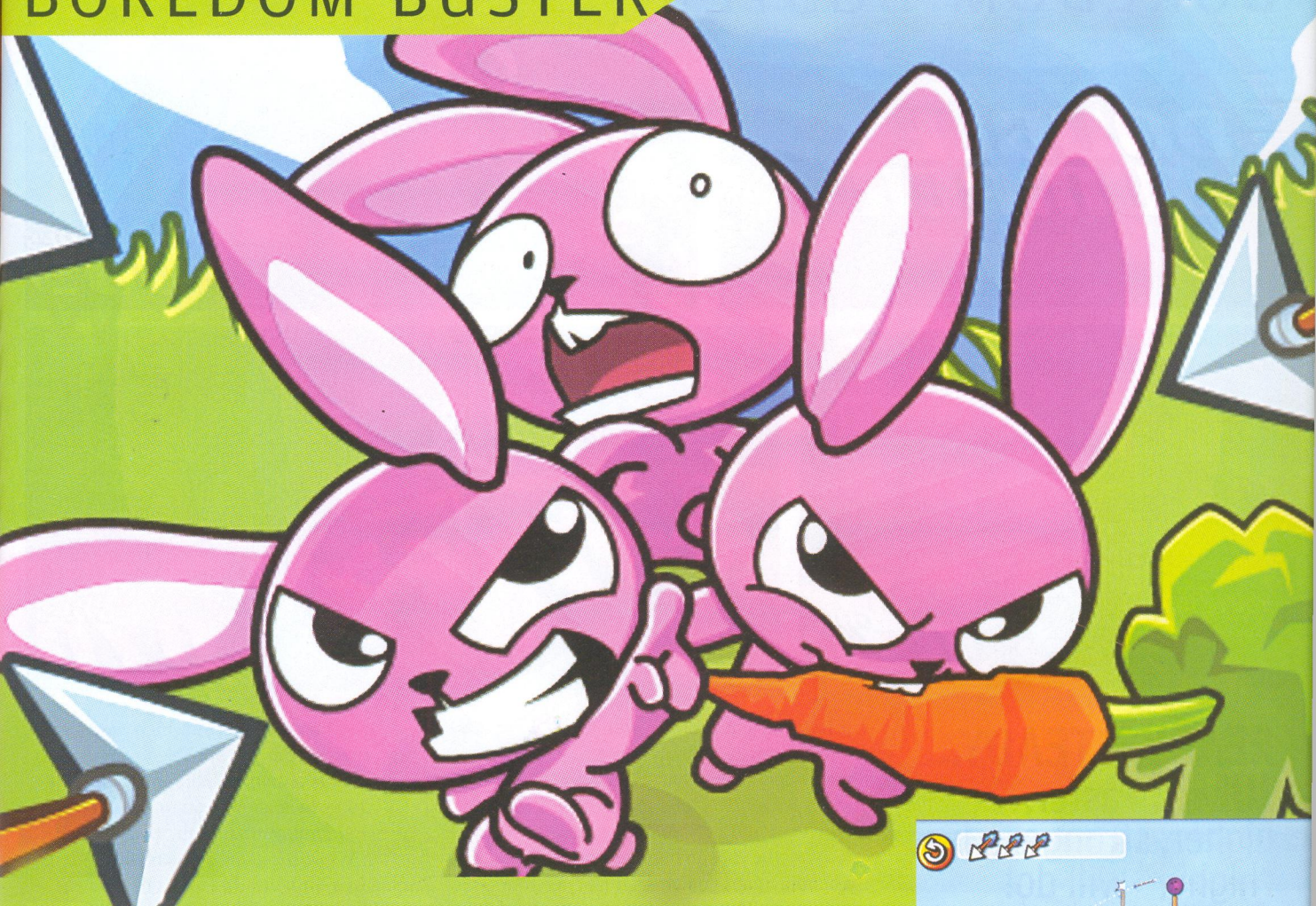
sonia@mymobile.co.in

**We tested it on the Dell Venue Pro**





# BOREDOM BUSTER



## IT'S RABBIT HUNTING SEASON

Got you, you pesky wabbit!

**T**he pigs in Angry Birds have competition when it comes to digital villainy - there is a new game in town that is ready to turn cute pink and fuzzy rabbits into carrot stealing nasty thieves. You have a bow and limited number of arrows and with these you need to kill all the rabbits who are hiding behind various obstacles. And well, the game-play is very similar to Angry Birds, with the only difference being that instead of using

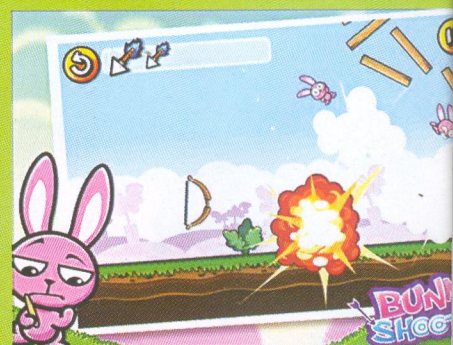
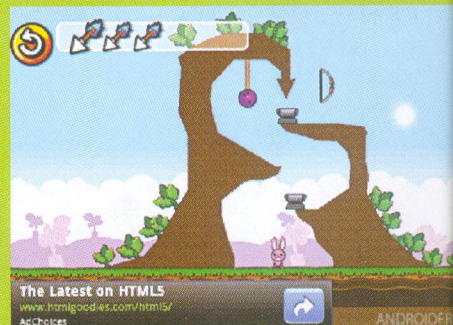
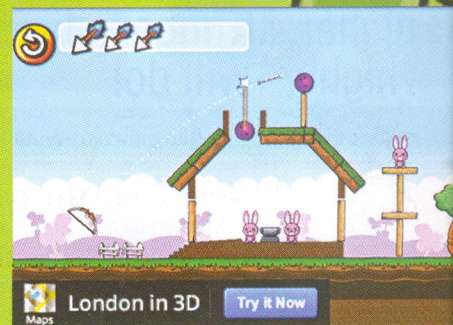
**RATING**  
**85%**

a catapult you have to use a bow and arrow. There are two different worlds and each world has 60 levels to cross. And just like the Angry Birds Rio, there are more worlds to come in the game. It also supports multi-touch so you can zoom in to get a better aim at the rabbits. Owing to a familiar interface, the game is easy to understand but aiming at the right spot is a bit tricky especially because of very tight aiming angles. Most of the times the arrow has to cut a rope, burst a balloon or hit an iron ball to make it roll. And getting your aim spot-on is tricky. Nonetheless the game is interesting, with sharp and colourful graphics. However we do wish that the bow could be a bit bigger for better manageability. A

large number of levels will keep you engaged for a long time but some of them are pretty difficult to figure out. So be ready for some serious strategisi.ng. The game can be downloaded from Android Market for free. Go shoot! ■

sonia@mymobile.co.in

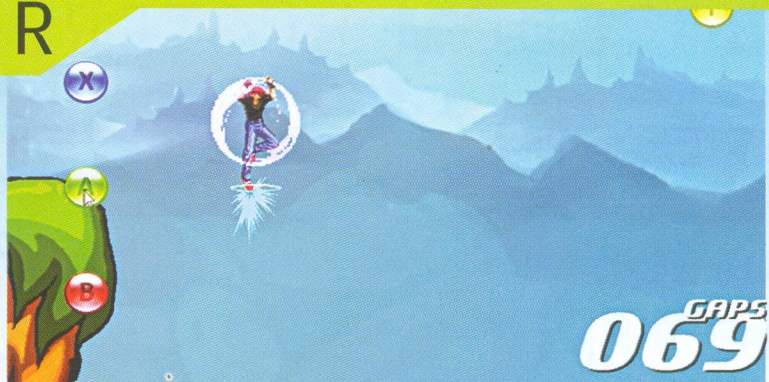
We tested it on the  
**HTC EVO 3D**





# BOREDOM BUSTER

## DOUBLE JUMPER



### READY, STEADY... JUMP! Faster, higher, stronger? Just "higher" will do!

As Windows Mobile moves to Windows Phone, the way we played games on the mobile avatar of Windows is also changing. Windows Marketplace is the online repository of games for Windows Phone and now you can access it in India too (which was not possible earlier). One of the better offerings there is Double Jumper, a free download.

It is a simple platformer with just one objective - to jump through as many gaps as possible. The player keeps running on hills and uses touch controls to jump high enough to cross the gaps in between them. The more gaps you cross, the better your scores get. There are large metallic obstacles on some of the hills which you can jump over or blast off using another button. As you keep progressing, the speed of the game keeps increasing and while jumping from one hill to another, you also get to collect a few stars. Classic platformer stuff.

There are no levels and no autosave - falling means starting again. There is an online

RATING  
75%

leaderboard where your high scores get registered if you are able to finish. But that is optional. There is a 'X' button too which allows you to slow down if you think you are really going too fast.

While the game is interesting, it still remains a little bland in terms of what the player can do. We would have liked different kinds of jumps and weapons to destroy the obstacles, and some power ups too. Oh well, these are early days for Windows Phone. ■

sonia@mymobile.co.in



We tested it on the  
**Dell Venue Pro**





# HIGHWAY TO HELL! Road rage just got legal – there are zombies out there

**W**e love playing Zombie games and we also love playing high speed racing games. Now we have both in one package on the iPhone and iPod touch, thanks to *Zombie Highway*. The objective is simple – drive through zombie-inflicted countryside in a car and kill all the zombies that attack you. They can be killed either by shooting or by banging them on all

the useless cars lying on the road. Some of the zombies are stronger and thus, require more bullets to die. Then there are the skinny ones, the red ones who regenerate and heavier ones who try to topple your ride. Variety is not a problem for the undead, it seems.

As you keep covering longer distances, new levels and weapons get unlocked. For instance, successfully completing some distance in the classic mode can unlock a revolver. You also get medals for completing some distances and can share the score through the game center. There are various modes in the game – the classic mode, no weapons mode, the mist, hardcore, etc. By default, you get to

drive a standard SUV but with better scores you can unlock sturdier vehicles.

The game uses accelerometer for controlling the car and you need to touch the screen at the right place to shoot the zombie. Lots of shooting and high-speed driving. Need we say more?

The graphics are more grayscale which goes with the overall morbid theme.

The game can be downloaded for \$ 0.99 (approximately Rs 49) from the Apple app store. We recommend. ■

sonia@mymobile.co.in

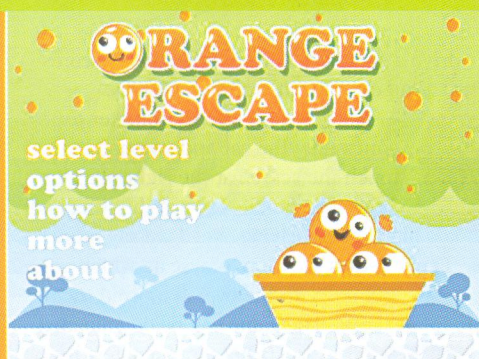


**We tested it on the Apple iPhone 4**





# BOREDOM BUSTER



## SAVE THE ORANGE

A basket-full of fun

**P**uzzle games if executed properly in terms of controls can be extremely addictive. A prime example is Orange Escape, available for BlackBerry users for free from the BlackBerry App World.

The game is simple. One poor orange has been separated from its buddies and now you need to reunite it with them. The orange rolls using momentum and follows the laws of

gravity to complete its journey. All you have to do is create a smooth path for it to be able to reach its friends. And for this you get to use wooden blocks, inclines and planks. You can also use elements like speed boosters that can be placed as per your choice. Once you place all the planks you have to hit the Go button, for the planks and orange to swing into action. So while placing the objects you need to foresee how they will act once gravity hits them.

The graphics and music of the game are pleasant and there are 68 progressively

**RATING**  
**78%**

tougher levels to roll through. The game might appear slow but it hooks you. There are some really difficult levels that will test your brain. And you cannot progress to a new level without clearing the previous one, which can be irritating. You can however, play any of the unlocked levels any number of times. Good fun, we say. And not just because we love oranges. ■

sonia@mymobile.co.in



**We tested it on the  
BlackBerry Torch**



# "THE ONLY GAME IN TOWN IS WIRELESS BROADBAND"

We caught up with **Robindhra Mangtani**, senior director, GSMA, and quizzed him about the scope of 3G and LTE in India as well as the focus areas for telecommunications in the coming year

**Sonia Sharma**

**GSMA is one of the key stake holders in the global telecommunication ecosystem. What are the major issues you are working on now?** We are more worried about that what is going happen with the spectrum. The WRC is going to be held in 2012 and we are bringing the industry together and push this issue and to look at what the spectrum requirements. That is one of the most important pieces of work that we are undertaking over the next couple of years. Because when you look at the demand for data, it is quite big and recent market reports also suggest that the data demands are doubling every few months. People are using smartphones and tablets and it seems that they just can't get enough data for consuming content like IPTV, video streaming etc. These devices make it so easy to consume data that demand is growing exponentially.

Our second focus area is Near Field Communication (NFC), a next generation technology which will give mobile phones access to swipe and pay for services. The third focus is around machine to machine communications. We are moving to Internet for just about everything. For instance, it is shortly going to be mandated that all vehicles will need to have an emergency call system connected via the cellular network across the European Union. So that if you ever have an accident, as soon as the vehicle's air bag deploys, the vehicle makes an emergency call to the emergency centre. As per the data that we have, this may be able to save 2000 lives per European road per year. And that is just transportation. Imagine what you can do with smart monitoring, smart grids, with health care monitoring or tele-medicine!

**What are your views on the 3G scenario in India? How does it compare with that overseas?** Compared to overseas, it's really strong. The projections are huge for India. It

is clear that there is an untapped demand in India. Also that we can only reach the national goal for broadband penetration through 3G and other such technologies. The recent data clearly shows that the only game in town is wireless broadband. If you want to reach 160 million connections by 2015 in accordance to the national broadband plan, then you need to realise that fiber is only going to go to just 250,000 villages, so access to broadband for the masses is going to be wireless. Currently 3G networks are empty in India as we are in the early stage of deployment. When you get connected to a 3G network, the user experience,

to me anyways, seems to be pretty good and its at par with international standards. Its only when traffic increases, that we can talk about the real performance. And that is what we are saying, that if you want 160 million connections you will need more spectrum. We are already talking with TRAI in this regards we have been told that this spectrum will be released in the form of an auction soon enough.

**There are already talks of LTE deployment in India. Do you think TDDLTE is the right choice for us and the ecosystem for services has been developed?** There are two variants, one is TDDLTE and FDDLTE. If you look at FDDLTE, there already are hundreds of devices in the market as it is already deployed in a number of countries across the world. TDDLTE is a slightly different story. The Chinese market is a big market for TDDLTE. Qualcomm chipsets will also be available sometime in this year or the next year for TDDLTE. At the moment there is not a big community of devices in TDDLTE, while FDDLTE services have a sound device support. However, my point is not to say that any particular technology standard is better because ultimately everything is converging around LTE. If you want to offer global roaming then you will go for globally harmonized spectrum and that is a decision that an operator has to make.

**What are the key trends to watch out for in the telecommunications segment in the coming days?** I think sustainability agenda, energy efficiency, mobile banking, and infrastructure sharing are important issues. And it is important and all this ties up with the sustainability of businesses, the consumer, the environment and the whole ecosystem. This includes environment friendliness and energy efficiency too. This will make businesses grow in the future. ■

sonia@mymobile.co.in





# MY GUIDE

Devices featured in the My Guide have been segregated into four categories based on price and colour-coded as:

- Enterprise



- High-end (Rs 12,000 upwards)



- Mid-level (Rs 6,000 - 11,999)



- Entry-level (Rs 2,500 - Rs 5,999)



- Sub-entry level (up to Rs 2,499)



#### Disclaimer:

The prices quoted in *My Guide* are the Best Buy prices quoted by the respective companies, ex-Delhi. The prices may vary on account of promotional schemes or dealer discretion. M.O.P. mentioned in *My Guide* are not applicable in Madhya Pradesh and Maharashtra.

While *My Mobile* tries to ensure accuracy in the pricing and features any discrepancies that may emerge are beyond our control. Please check with the retailer about features of the phone before buying. The ratings that have been included are from the burn tests of the phones that we have reviewed. Feel free to update us.

(Last updated on October 3, 2011)

★ NR stands for not reviewed

★ M.O.P. stands for Market Operating Price



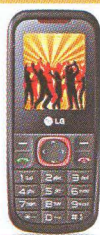


MODELS							
PARAMETERS	BYOND				CELKON		
Model	BY 809	BY 120+	BY 255	BY009	C 770	C777	C007
Dimension (mm)	107 x 46.3 x 14.7	110 x 46 x 14	110.7 x 47.5 x 12.5	111 x 41.7 x 14.5	108 x 46 x 14	114.4 x 51.4 x 15.1	110 x 48.6 x 15.5
Weight (grams)	90	120	120	120	NA	NA	NA
Talktime/Standby (hours)	4/240	10/480	4/192	10/240	7/ 550	8/600	8/750
Screen (colours)/Size (inch)	NA/1.5	NA/1.5	NA/2.0	NA/2.0	NA/2.4	NA/2.4	NA/2.2
Inbuilt/Expandable memory	NA/2GB	NA/2GB	NA/4GB	1016KB/.4GB	NA/16GB	NA/8GB	NA/8GB
Bluetooth/Wi-Fi	NA/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	NA	VGA/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	100	1000	500	1000	1000	1000	500
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Quad Band/GSM+GSM	Quad Band/GSM+GSM
GPRS/EDGE/3G	No/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	NA	Propriety	Propriety	NA	NA	NA
Music Player/FM Radio	NA/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,249	1,799	2,099	2,399	1,999	2,299	2,399

MODELS							
PARAMETERS	GENUS				LG		
Model	G123	G313	G444	GQ523	A100	A180	A190
Dimension (mm)	102.5 x 43 x 14.2	105 x 46.8 x 13.5	113 x 50 x 12.8	101 x 53 x 13.5	106.5 x 45 x 14	106.5 x 45 x 13.75	106.5 x 45 x 13.75
Weight (grams)	70	80	100	70	NA	65.4	72
Talktime/Standby (hours)	3.5/120	3/160	10/128	3.5/120	9/900	17/882	5/150
Screen (colours)/Size (inch)	262,144/1.8	262,144/2.0	262,144/2.4	262,144/2.0	65,536/1.5	65,536/1.5	65,536/1.52
Inbuilt/Expandable memory	NA/4GB	244.5KB/8GB	123KB/8GB+2GB	250.5KB/8GB	NA/No	NA/No	No/No
Bluetooth/Wi-Fi	No/No	Yes/No	Yes/No	Yes/No	No/No	No/No	No/No
Camera/Flash/Video	No/No/No	Yes/No/Yes	Digital/No/Yes	Yes/No/Yes	No/No/No	No/No/No	No/No/No
Phonebook Capacity	200	1000	1000	600	NA	300	500
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/No	Dual Band/No	Dual Band/GSM+GSM
GPRS/EDGE/3G	No/No/No	Yes/No/No	Yes/No/No	Yes/No/No	No/No/No	No/No/No	No/No/No
Operating System	NA	NA	NA	NA	NA	NA/No	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	No/Yes	No/Yes	No/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,199	1,799	1,999	2,000	1,100	1,300	1,650



# MODELS



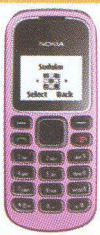
## PARAMETERS

### LG

### MAXX

Model	A 120	GS 155	GS 205	MX 128i	MX 365	MX 188	MQ 606
Dimension (mm)	108 x 45 x 12.9	103.9 x 44.5 x 13.9	110 x 48.6 x 14	111 x 42 x 15	105.7 x 45 x 16	111.7 x 49.9 x 15.5	114 x 60.4 x 11.3
Weight (grams)	72.5	67	81	50.1	58.4	65.8	74.5
Talktime/Standby (hours)	13/1300	15/720	12/560	3.5/250	3.5/300	6.5/600	4.5/500
Screen (colours)/Size (inch)	65,536/1.8	262,144/1.5	262,144/2.0	NA/1.8	NA/1.8	NA/1.8	NA/2.2
Inbuilt/Expandable memory	729KB/No	1MB/2GB	12MB/8GB	500KB/2GB	250.5KB/2GB	500KB/4GB	250KB/8GB
Bluetooth/Wi-Fi	No/No	No/No	Yes/No	No/No	Yes/No	No/No	Yes/No
Camera/Flash/Video	No/No/No	VGA/No/No	1.3MP/No/Yes	Yes/No/No	CIF/No/No	1.3MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	1000	500	1,000	1,000	1,000	1000	500
Frequency/Dual SIM	Dual Band/No	Dual Band/No	Dual Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	No/No/No	No/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	No/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,650	1,900	2,300	1,499	1,849	2,199	2,349

# MODELS



## PARAMETERS

### NOKIA

Model	1280	1616	100 NEW	1800	101 NEW	C1-02	X1-01
Dimension (mm)	107.2 x 45.1 x 15.3	107.1 x 45 x 15	110 x 45.5 x 14.9	107 x 45 x 15.3	110 x 45.5 x 14.9	108 x 45 x 13.8	112.2 x 47.3 x 16
Weight (grams)	81.92	78.55	70	78.5	69.6	77.5	91.5
Talktime/Standby (hours)	8.30/528	8.52/540	7.2/840	8.30/528	7.2/840	10.4/504	13/1032
Screen (colours)/Size (inch)	Monochrome/1.36	65,536/1.8	65,536/1.8	65,536/1.8	65,536/1.8	65,536/1.8	65,536/1.8
Inbuilt/Expandable memory	NA/No	NA/No	NA/No	NA/No	NA/No	64MB/32GB	NA/16GB
Bluetooth/Wi-Fi	No/No	No/No	No/No	No/No	No/No	Yes/No	No/No
Camera/Flash/Video	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No
Phonebook Capacity	500	500	500	500	500	1,000	500
Frequency/Dual SIM	Dual Band/No	Dual Band/No	Dual Band/No	Dual Band/No	Dual Band/No	Dual Band/No	Dual Band/GSM+GSM
GPRS/EDGE/3G	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	Yes/No/No	No/No/No
Operating System	Symbian S30	Symbian S30	S30	Symbian S30	S30	Symbian S40	S30
Music Player/FM Radio	No/Yes	Yes/No	No/Yes	No/Yes	No/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	84
Price in Rs.	1,050	1,250	1,350	1,450	1,650	1,800	1,900



# MODELS



## PARAMETERS

### NOKIA

### RAGE

Model	C1-01	Robo V	RD 20V	Smart	GEM	Desire	Striker
Dimension (mm)	108 x 45 x 14	104.15 x 43.2 x 15.10	104.15 x 43.20 x 15.10	104.15 x 43.20 x 15.10	113 x 46 x 14.3	115 x 46.5 x 16	114 x 46 x 16.5
Weight (grams)	78.8	75	75	75	80	85	100
Talktime/Standby (hours)	10.4/540	4/250	4/300	4/300	4/300	4.5/300	6/500
Screen (colours)/Size (inch)	65,536/1.8	NA/1.8	NA/1.8	NA/1.8	NA/1.8	NA/2	NA/2.0
Inbuilt/Expandable memory	64MB/32GB	45K/4GB	45KB/4GB	45KB/4GB	&/8GB	45KB/4GB	45KB/4GB
Bluetooth/Wi-Fi	Yes/No	No/No	No/No	Yes/No	No/No	Yes/No	Yes/No
Camera/Flash/Video	VGA/No/Yes	No/No/no	Yes/No/Yes	Yes/No/Yes	Yes/ No/Yes	Yes/ No/Yes	Yes/ No/Yes
Phonebook Capacity	1,000	300	500	500	500	500	300
Frequency/Dual SIM	Dual Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	No/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	Symbian S40	NA	NA	N/A	N/A	N/A	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NA	NA	76	NA	NA	NA
Price in Rs.	2,200	1,249	1,449	1,499	1,549	1,549	1,699

# MODELS



## PARAMETERS

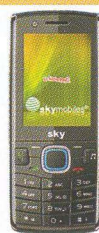
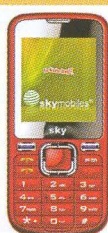
### RAGE

### SAMSUNG

Model	Flame	1081	E 1085	E1175	E1252 Guru 26	E2230	E2232
Dimension (mm)	115 x 48 x 14	107.4 x 45.5 x 13.6	107.4 x 45.5 x 13.6	108.7 x 46.1 x 14.1	111.6 x 45.7 x 13.5	109.2 x 46.0 x 14.9	109.2 x 46.0 x 14.9
Weight (grams)	95	64.5	64.5	72	80	79	79
Talktime/Standby (hours)	4.5/300	9/560	9/560	12/650	11/NA	14.7/660	NA/500
Screen (colours)/Size (inch)	NA/2.0	65,536/1.43	65,536/1.43	65,536/1.52	262,144/2.0	65,536/1.8	65,536/1.77
Inbuilt/Expandable memory	250KB/8GB	1MB/No	1MB/No	1MB/No	NA/2GB	4MB/8GB	20MB/8GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	No/No	No/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	1.3MP/ No/Yes	No/No/No	No/No/No	No/No/No	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes
Phonebook Capacity	1,000	500	500	1,000	1,000	1,000	1,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/No	Dual Band/No	Dual Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	No/No/No	No/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	Proprietary	Proprietary	Proprietary	NA	Proprietary	Proprietary
Music Player/FM Radio	Yes/Yes	No/Yes	No/No	No/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NA	NR	NR	NR	NR	NR	NR
Price in Rs.	1,799	1,050	1,150	1,275	1,800	1,950	2,250



# MODELS



## PARAMETERS

### SAMSUNG

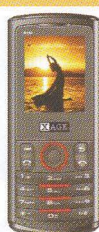
### SKY

### UFX

### V3

Model	3011 <b>NEW</b>	STAR i	LIBRA	PLANET	401	Star	Bizz
Dimension (mm)	110 x 45 x 12.2	NA	NA	NA	102 x 43 x 15.5	107.6 x 45.6 x 12.6	98.5 x 54 x 13.3
Weight (grams)	85.5	NA	80	NA	55	95	80
Talktime/Standby (hours)	8/700	5/200	7/300	8/300	3/300	3/120	3/200
Screen (colours)/Size (inch)	65,536/2.0	NA/1.8	262144/2.0	262144/2.0	NA/1.8	65,536/1.8	268,144/2.0
Inbuilt/Expandable memory	20MB/8GB	150KB/4GB	294KB/4GB	100KB/4GB	128MB/2GB	64MB/2GB	28MB/4GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	VGA/No/Yes	1.3MP/No/Yes	Yes/No/Yes	1.3MP/No/Yes	VGA/No/Yes	Yes/No/Yes	Yes/No/Yes
Phonebook Capacity	1000	400	400	500	1,000	200	500
Frequency/Dual SIM	Dual Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	Propriety	Spread Trum	MTK	MTK	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	2,499	1,400	1,660	2,400	1,999	1,523	2,199

# MODELS



## PARAMETERS

### VIDEOCON

### XAGE

### ZEN

Model	V1290	M171	M180	M702	M117	X381s	X400i
Dimension (mm)	100.4 x 44.8 x 14.4	112.5 x 46 x 14.8	105 x 45 x 14	112 x 48 x 13.8	109 X 47 X 9.5	106 X 43 X 14	108 X 44 X 15
Weight (grams)	NA	55	51	67	59	NA	95
Talktime/Standby (hours)	4/140	NA	NA	NA	NA	2.5/180	10/720
Screen (colours)/Size (inch)	NA/1.44	262,144/1.8	65,536/1.8	262,144/2.4	262,144/2.2	65,536/1.5	65,536/1.5
Inbuilt/Expandable memory	NA/2GB	NA/8GB	NA/2GB	NA/8GB	NA/8GB	No/2GB	No/2GB
Bluetooth/Wi-Fi	No/No	Yes/No	No/No	Yes/No	Yes/No	No/No	No/No
Camera/Flash/Video	No/No/No	Yes/No/Yes	No/No/No	Yes/No/Yes	Yes/Yes/Yes	No/No/No	No/No/No
Phonebook Capacity	1,000	500	100	1,000	500	500	500
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Tri Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	No/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	SP	MTK	MTK	MTK	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,600	1,599	2,099	2,199	2,499	1,699	1,999



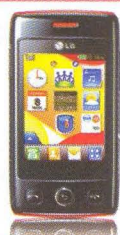
## ENTRY LEVEL

MODELS							
PARAMETERS	ZEN	BYOND				CELKON	GENUS
Model	M16	BY 260	BY011	BY007	Gamestar	C9	GQ533
Dimension (mm)	109 X 45 X 13	110 x 49 x 11	116.7 x 50 x 14.8	111 x 47 x 14.5	114.3 x 45.5 x 13.6	112 x 60 X 12.6	108 x 59 x 12.3
Weight (grams)	99.9	120	125	120	100	NA	98
Talktime/Standby (hours)	4/220	4/240	13/600	10/480	4/400	6/450	3.5/180
Screen (colours)/Size (inch)	65,536/2.0	NA/2.2	NA/2.2	NA/2.2	NA/2.4	NA/2.4	65,536/2.2
Inbuilt/Expandable memory	NA/4GB	NA/16GB	1016.5KB/4GB	1016KB/4GB	319.5KB/8GB+8GB	NA/16GB	145KB/16GB
Bluetooth/Wi-Fi	No /No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	1.3MP/No/Yes	2.0MP/No/Yes	1.3MP/No/Yes	3.2MP/No/Yes	2.0MP/No/Yes	3.2MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	500	1,000	1,000	1,000	1,000	2,000	1,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/No/No
Operating System	NA	Propriety	Propriety	Propriety	Propriety	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes	Bar/No/Yes
Burn test Rating	NR	NR	NR	NR	78	NR	NR
Price in Rs.	2,499	2,899	2,899	2,999	3,299	2,999	3,200

MODELS							
PARAMETERS	GENUS	INQ		LG			
Model	GQ545	Mini	Chat	GB 230	A 165	GU220	C105
Dimension (mm)	107.5 x 60.5 x 12.5	102.9 x 45.8 x 12.8	114.5 x 61 x 12.8	101.2 x 49.2 x 15.9	110 x 47.5 x 14.1	104 x 48 x 15.2	114.5 x 59 x 13
Weight (grams)	118	90	122	90.5	81	89	94
Talktime/Standby (hours)	5/360	3.3/260	3.5/285	9/500	14.5/665	10/500	16/650
Screen (colours)/Size (inch)	262,144/2.2	262,144/2.2	262,144/2.4	262,144/2.0	262,144/2.0	262,144/2.2	262,144/2.2
Inbuilt/Expandable memory	314.5KB/8GB	50MB/4GB	100MB/4GB	5.3MB/2GB	3.9MB/2GB	4.5MB/2GB	4.7MB/4GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	2.0MP/No/Yes	2.0MP/No/No	3.2MP/No/Yes	2.0MP/No/Yes	VGA/No/Yes	VGA/No/Yes	1.3MP/No/Yes
Phonebook Capacity	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Frequency/Dual SIM	Quad Band/GSM+GSM	Quad Band/No	Tri Band/No	Tri Band/No	Quad Band/GSM+GSM	Dual Band/No	Quad band/No
GPRS/EDGE/3G	Yes/No/No	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No
Operating System	NA	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/Yes	Bar/No/No	Bar/No/Yes	Slider/No/No	Bar/No/No	Slider/No/No	Bar/No/Yes
Burn test Rating	NR	NR	84	NR	NR	NR	NR
Price in Rs.	3,300	3,500	5,100	2,600	2,650	3,000	3,200



# MODELS



## PARAMETERS

## LG

Model	T 300	GX 200	S310	A200 <b>NEW</b>	S365	A350	X330
Dimension (mm)	95.8 x 50.5 x 11.9	104 x 48 x 13	114 x 48.4 x 10.5	99.8 x 51 x 15.8	117 x 50.9 x 11.5	116 x 53.3 x 12.85	109 x 61 x 13.8
Weight (grams)	77	93	86	95	NA	91.45	77.5
Talktime/Standby (hours)	8/500	NA/680	13.5/800	va	14.5/559	NA/NA	13.5/975
Screen (colours)/Size (inch)	262,144/2.4	262,144/2.0	262,144/2.2	65,536/2.2	NA/2.4	262,144/2.2	65,536/2.3
Inbuilt/Expandable memory	20MB/4GB	80MB/8GB	14.5MB/8GB	128/8GB	9.7/16GB	256MB/32GB	80MB/8GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	1.3MP/No/Yes	1.3MP/Yes/Yes	3.2MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	1,000	1,000	1,000	NA	1,000	1,000	1,000
Frequency/Dual SIM	Quad Band/No	Dual Band/GSM+GSM	Quad Band/No	Quad Band/No	Quad Band/GSM+GSM	Quad Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/No
Operating System	Generic	Generic	Generic	NA	Generic	Generic	Generic
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/No/No	Bar/No/No	Slider/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	3,750	3,750	3,900	3,900	4,100	4,100	4,200

# MODELS



## PARAMETERS

## LG

## MAXX

Model	T500	C375	T515	GX 300	T310i	MX 375	MX 486
Dimension (mm)	105 x 57.3 x 12.9	113 x 61 x 12.9	105 x 57.3 x 12.9	116 x 51 x 12.8	95.8 x 51.0 x 11.9	108.6 x 46.5 x 14.5	115.8 x 51.2 x 12.8
Weight (grams)	93	NA	105	NA	86.5	55.5	62.7
Talktime/Standby (hours)	8/720	16/789	NA/NA	NA/NA	14/569	5.5/400	5/520
Screen (colours)/Size (inch)	262,144/2.8	262,144/2.3	262,144/2.8	65,536/2.2	262,144/2.8	NA/2.0	NA/2.4
Inbuilt/Expandable memory	NA/8GB	78MB/8GB	NA/4GB	30MB/4GB	18MB/4GB	506KB/2GB	75KB/4GB
Bluetooth/Wi-Fi	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/No	Yes/No
Camera/Flash/Video	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	NA	NA	NA	1,000	1,000	1,000	1,000
Frequency/Dual SIM	Quad Band/No	Dual Band/GSM+GSM	Quad Band/NA	Dual Band/GSM+GSM	Quad Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/No/No	Yes/Yes/No	Yes/No/No	Yes/No/No
Operating System	Generic	Generic	Generic	Generic	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Bar/No/No	Bar/Yes/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	4,700	4,900	4,999	5,300	5,300	2,649	2,799



MODELS																																
	PARAMETERS																MOTOROLA								NOKIA							
	Model	EX109 <b>NEW</b>				EX 115				EX119 <b>NEW</b>				EX 128				C2-00				2700 classic				X2-01						
	Dimension (mm)	102 x 59.5 x 12.8				109 x 61 x 12.35				103 x 60 x 9.9				107 x 57 x 12.8				108 x 45 x 14.65				109.2 x 46 x 14				119.4 x 59.8 x 14.3						
	Weight (grams)	87				102.2				87				80				74.1				85				107.5						
	Talktime/Standby (hours)	8.3/500				3/240				8.3/680				3.2/250				5.75//460				6/288				4.3/480						
	Screen (colours)/Size (inch)	262,144/2.0				65,536/2.3				262,144/2.4				65,536/3.2				65,536/1.8				262,144/2.0				262,144/2.4						
	Inbuilt/Expandable memory	59MB/32GB				50MB/32GB				50MB/32GB				128MB/32GB				16MB/32GB				64MB/2GB				128MB/8GB						
	Bluetooth/Wi-Fi	Yes/No				Yes/No				Yes/Yes				Yes/No				Yes/No				Yes/No				Yes/No						
	Camera/Flash/Video	2.0MP/No/Yes				3.0MP/No/Yes				3.15MP/No/Yes				3.0MP/No/Yes				VGA/No/Yes				2.0MP/No/Yes				VGA/No/Yes						
Phonebook Capacity	200				1,000				1,000				1,000				1,000				1,000				Shared							
Frequency/Dual SIM	Quad Band/GSM+GSM				Dual Band/GSM+GSM				Quad Band/GSM+GSM				Dual Band/GSM+GSM				Dual Band/GSM+GSM				Quad Band/No				QUAD Band/No							
GPRS/EDGE/3G	Yes/Yes/No				Yes/Yes/No				Yes/Yes/No				Yes/Yes/No				Yes/Yes/No				Yes/Yes/No				Yes/Yes/No							
Operating System	NA				NA				NA				NA				Symbian 40				Symbian S40				Symbian S40							
Music Player/FM Radio	Yes/Yes				Yes/Yes				Yes/Yes				Yes/Yes				Yes/Yes				Yes/Yes				Yes/Yes							
Form Factor/T.Screen/QWERTY	Bar/No/Yes				Bar/No/Yes				Bar/Yes/Yes				Bar/Yes/No				Bar/No/No				Bar/No/No				Bar/No/Yes							
Burn test Rating	NR				82				NR				80				82				84				82							
Price in Rs.	3,500				4,800				5,250				5,800				2,800				3,500				3,500							

MODELS								
	PARAMETERS							NOKIA
	Model	C2-01	5130	C2-02	C2-03	X2	5233	C3
	Dimension (mm)	109.6 x 46.9 x 14.6	107.5 x 46.7 x 14.8	102,8x51,2x17	103 x 51.4 x 17	111 x 47 x 13.3	111 x 51.7 x 14.5	115.5 x 58.1 x 13.6
	Weight (grams)	89	88	110	115	82	115	114
	Talktime/Standby (hours)	8.4/430	6/288	5/600	5/400	13.3/540	7/438	7/800
	Screen (colours)/Size (inch)	262,144/2.0	262,144/2.0	65,536/2.6	65,536/2.6	262,144/2.2	16.7million/3.2	262,144/2.4
	Inbuilt/Expandable memory	75MB/16GB	30MB/2GB	10MB/32GB	10MB/32GB	48MB/16GB	70MB/16GB	55MB/8GB
	Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes
	Camera/Flash/Video	3.15MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	5.0MP/Yes/Yes	2.0MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	2,000	1,000	1,000	1,000	1,000	Shared	Shared	
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Dual Band/No	Dual Band/GSM+GSM	Quad Band/No	Quad Band/No	Quad Band/No	
GPRS/EDGE/3G	Yes/Yes/R99	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	
Operating System	S40	Symbian S40	S40	S40	Symbian S40	Symbian S60	Symbian S40	
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Slider/Yes/No	Slider/Yes/No	Bar/No/No	Bar/Yes/No	Bar/No/Yes	
Burn test Rating	NR	84	NR	78	84	80	NR	
Price in Rs.	3,800	3,900	4,000	4,400	4,400	5,800	5,950	



# MODELS

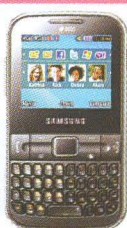


## PARAMETERS

## SAMSUNG

Model	E2152 Guru 36	Hero 3210	Duos 3212	E2550 Monte Slide	2222	3213	3303 Champ
Dimension (mm)	111.6 x 46.3 x 13.5	112.8 x 46.4 x 12.9	111.6 x 47 x 14.2	98.5 x 48.5 x 14.3	109.5 x 61.3 x 11.85	112.8 x 46.4 x 13.2	96.3 x 53.9 x 12.9
Weight (grams)	80.4	79.3	90.6	87.7	90	80.6	90
Talktime/Standby (hours)	11/660	8.3/550	10/322	6.5/400	11.4/550	8.2/550	12.3/666
Screen (colours)/Size (inch)	262,144/2.0	256K/2.0	65,536/2.0	65,536/2.0	262,144/2.2	65,536/2.0	262,144/2.4
Inbuilt/Expandable memory	NA/2GB	36MB/8GB	15MB/8GB	15MB/8GB	45MB/16GB	36MB/8GB	30MB/8GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	VGA/No/Yes	VGA/No/Yes	VGA/No/No	1.3MP/No/Yes	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes
Phonebook Capacity	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Quad Band /No	Dual Band/GSM+GSM	Dual Band/No	Quad Band/GSM+GSM	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/No
Operating System	Generic	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Slider/No/No	Bar/No/Yes	Bar/No/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	2,750	3,100	3,200	3,200	3,400	3,300	3,650

# MODELS



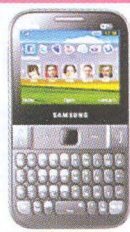
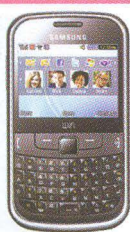
## PARAMETERS

## SAMSUNG

Model	C3200 Monte Bar	Ch@t C3222	Metro Duos C3322	C5212	C3530	Champ Duos	Metro C3560
Dimension (mm)	111.8 x 46.9 x 13.3	109.7 x 58.1 x 12.3	113.97 x 47.90 x 13.99	112.7 x 48.6 x 14.3	112.2 x 46.7 x 11.9	99.90 x 54.90 x 12.95	94.8 x 46.7 x 16.59
Weight (grams)	77.3	95	88.9	98.7	90	88	89
Talktime/Standby (hours)	8.2/500	11/500	10/500	13/281	13/550	14.3/476	12610
Screen (colours)/Size (inch)	262,144/2.0	262,144/2.2	262,144/2.2	262,144/2.2	262,144/2.2	262,144/2.6	262,144/2.2
Inbuilt/Expandable memory	40MB/8GB	54MB/8GB	46MB/16GB	60MB/8GB	50MB/16GB	50MB/16GB	40MB/16GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	2.0MP/No/Yes	1.3MP/No/Yes	2.0/No/Yes	1.3MP/No/Yes	3.2MP/No/Yes	1.3MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Frequency/Dual SIM	Quad Band/No	Dual Band/GSM+GSM	Quad Band/GSM+GSM	Dual Band/GSM+GSM	Quad Band/No	Tri Band/GSM+GSM	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No
Operating System	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/Yes	Bar/No/No	Bar/No/No	Bar/No/No	Bar/Yes/No	Clamshell/No/No
Burn test Rating	NR	NR	NR	76	NR	NR	NR
Price in Rs.	3,650	3,700	3,800	4,200	4,200	4,300	4,400

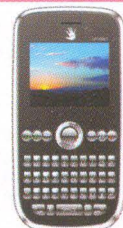


# MODELS



PARAMETERS	SAMSUNG						SONY ERICSSON
Model	Metro C3752	Ch@t 335	Corby Colour	Champ 3.5G S3770	Chat 3G 527	Corby II	Spiro
Dimension (mm)	97.9 x 19 x 16.4	111.2 x 61.2 x 11.9	103 x 56.5 x 12	NA	103 x 55 x 12	109.9 x 60.6 x 11.7	92 x 48 x 18
Weight (grams)	93	100	93	NA	96	102	90
Talktime/Standby (hours)	13.3/900	12/520	3.40/500	6/350	3/288	9.3/620	4.3/476
Screen (colours)/Size (inch)	65,536/NA	256,000/2.2	262,144/2.8	262,144/2.8	262,144/2.4	262,144/3.14	262,144/2.2
Inbuilt/Expandable memory	40MB/16GB	60MB/8GB	50MB/8GB	30MB/16GB	80MB/32GB	21MB/16GB	5MB/16GB
Bluetooth/Wi-Fi	Yes/No	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/No
Camera/Flash/Video	3.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/No	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	1,000	500	2,000	NA	1000	Shared	2,000
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Dual Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/HSDPA, HSUPA	Yes/Yes/No	Yes/Yes/No
Operating System	Proprietary	Proprietary	Proprietary	Proprietary		Proprietary	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Slider/No/No	Bar/No/Yes	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Slider/No/No
Burn test Rating	NR	84	80	NR	NR	NR	80
Price in Rs.	4,650	5,200	5,200	5,300	5,700	5,800	4,300

# MODELS



PARAMETERS	SONY ERICSSON		SKY	UFX			
Model	Cedar	W150i Yendo	PLANET i	101	201	301	501
Dimension (mm)	111 x 49 x 15.5	94.0 x 52.0 x 16.0	103.8 x 57.6 x 11.5	110 x 47.6 x 12.2	110 x 47.6 x 12.2	111 x 49 x 11.5	116 x 59 x 13.2
Weight (grams)	84	81	90	54	58	99	79.5
Talktime/Standby (hours)	12.5/420	4/400	7/300	3/300	3/300	3/300	4/360
Screen (colours)/Size (inch)	262,144/2.2	262,144/2.6	65,536/3.2	NA/2.2	NA/2.2	NA/2.2	262,144/2.2
Inbuilt/Expandable memory	280MB/NA	5MB/16GB	71.8MB/8GB	128MB/8GB	128MB/8GB	128MB/8GB	128/8GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	2.0MP/Yes/Yes	2.0MP/No/Yes	2.0MP/Yes/Yes	1.3MP/No/Yes	1.3 MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	2,000	1,000	1,000	1,000	1000	1,000	1000
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSU	Yes/Yes/No	Yes/Yes/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	NA	MTK	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes
Burn test Rating	NA	NR	78	NR	NR	NR	NR
Price in Rs.	4,500	5,200	4,800	2,699	2,799	2,899	2,999



# MODELS



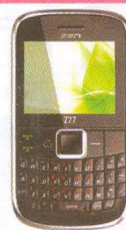
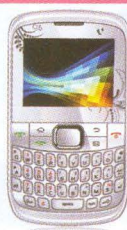
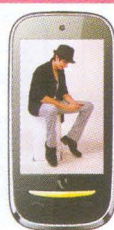
## PARAMETERS

V3

## VIDEOCON

Model	Astro	V 1410	V1424	V 1430	V1475	V1425	V 1606
Dimension (mm)	107 x 54 x 12.6	112.2 x 62.4 x 13.2	106.8 x 47 x 15.05	109 X 45.9 X 15.9	114.3 x 46.8 x 14.3	108 x 47.5 x 17.5	112 x 48 x 13.3
Weight (grams)	118	71	NA	NA	85	94	NA
Talktime/Standby (hours)	3/200	6/360	5/180	13/600	6/NA	8/250	NA/NA
Screen (colours)/Size (inch)	265,144/2.6	65,536/1.8	65,536/2.0	65,536/1.8	65,536/NA	65,536/2.0	65,536/2.4
Inbuilt/Expandable memory	128MB/8GB	NA/4GB	NA/2GB	NA/4GB	250KB/4GB	250KB/4GB	NA/4GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	1.3MP/No/Yes	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes	2.0MP/No/Yes
Phonebook Capacity	250	1,000	1,000	1,000	1,000	1,000	1,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/No/No
Operating System	Nucleus	Propreitary	Proprietary	Proprietary	Proprietary	Nucleus	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes	Bar/No/No	Bar/No/No
Burn test Rating	NR	76	NR	NR	78	80	NR
Price in Rs.	2,700	2,500	2,650	2,650	2,945	3,000	4,999

# MODELS



## PARAMETERS

## VIDEOCON

## XAGE

## ZEN

Model	V1665	VC 1605	V1755	MT711	M20	Z 77	M40
Dimension (mm)	108.5 x 53 x 14.4	112 x 48 x 13.3	110.48 x 57.28 x 14.65	112 x 60 x 16	111 x 47 x 14	108 x 45.6 x 14.7	114.5 x 48 x 14
Weight (grams)	107	NA	NR	109	94	100	106
Talktime/Standby (hours)	6/340	NA/NA	6/260	NA	4.5/250	5/200	5/200
Screen (colours)/Size (inch)	262,144/3.0	65,536/2.4	262,144/3.2	262,144/3.2	262,144/2.2	262,144/2.2	262,144/2.4
Inbuilt/Expandable memory	58MB/16GB	NA/4GB	24MB/8GB	NA/16GB	No/microSD	10MB/4GB	No/4GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	2.0MP/No/Yes	2.0MP/No/Yes	3.0MP/No/Yes	Yes/Yes/Yes	1.3MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	1,000	1,000	2,000	2,000	500	1,000	500
Frequency/Dual SIM	Dual Band/Yes	Dual Band/GSM+GSM	Dual Band/Yes	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	Nucleus	Proprietary	Nucleus	MSTAR	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/No/Yes	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	80	82
Price in Rs.	5,250	5,500	5,700	4,699	2,599	3,299	3,599



## MID LEVEL

### MODELS



#### PARAMETERS

	ZEN			LG		NOKIA	
Model	Z82	S10	Z90	T325	P520	C5	X3-02
Dimension (mm)	111 x 58 x 12	107 x 47 x 16	68 X 68 X 16	102.4 x 56.4 x 11.9	109.1 x 56.2 x 12.95	112 x 46 x 12.3	106.2 x 48.4 x 9.6
Weight (grams)	106	124	96	92.5	120	89.3	78
Talktime/Standby (hours)	5/220	2/100	2.5/240	7.9/381	23.8/454	12/630	5/430
Screen (colours)/Size (inch)	262,144/2.4	65,536/2.2	262,144/2.4	262,144/2.8	256,000/2.8	16.7million/2.2	262,144/2.4
Inbuilt/Expandable memory	9MB/4GB	NA/4GB	25.9MB/4GB	30MB/16GB	13MB/4GB	50MB/16GB	50MB/16GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/Yes
Camera/Flash/Video	2.0MP/No/Yes	2.0MP/Yes/Yes	3.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	5.0MP/Yes/Yes	5.0MP/No/Yes
Phonebook Capacity	500	500	2,000	1,000	1,000	Shared	Shared
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Quad Band/No	Quad Band/GSM+GSM	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/Yes/HSDPA	Yes/Yes/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA
Operating System	NA	NA	NA	NA	NA	Symbian S60	Symbian S60
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/Yes	Slider/No/No	Swivel/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/Yes/No
Burn test Rating	84	80	82	82	84	NR	84
Price in Rs.	4,799	4,999	5,399	6,700	6,700	7,500	7,800

### MODELS



#### PARAMETERS

	NOKIA			SAMSUNG			
Model	C3-01	C5-03	Star II	Star II Duos 6712	C6112	Wave 525	Monte S5620
Dimension (mm)	111 x 47.5 x 11	105.8 x 51 x 13.8	107.5 x 54.0 x 12.4	109.5 x 56 x 12.2	105.8 x 50 x 16.5	109.5 x 55 x 11.7	108.8 x 53.7 x 12.4
Weight (grams)	100	93	94	100	112	100	92
Talktime/Standby (hours)	5.30/405	11.5/600	8.2/900	10/550	9.3/385	15/900	9.5/769
Screen (colours)/Size (inch)	262,144/2.4	61million/3.2	256K/3.0	262,144/3.2	262,144/2.4	262,144/3.2	262,144/3.0
Inbuilt/Expandable memory	30MB/32GB	40MB/16GB	30MB/16GB	30MB/16GB	30MB/8GB	100MB/16GB	200MB/16GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/No/Yes	3.15MP/No/Yes	3.15MP/No/Yes	2.0MP/No/Yes	3.2MP/No/Yes	3.2MP/No/Yes
Phonebook Capacity	Shared	Shared	1,000	Shared	1,000	Shared	1,000
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/GSM+GSM	Quad Band/GSM+GSM	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA+HSUPA	Yes/Yes/HSDPA	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/HSDPA
Operating System	Symbian S40	Symbian S60	Proprietary	Proprietary	Proprietary	Bada	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Slider/No/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR	80	86
Price in Rs.	8,000	8,400	6,100	6,100	6,200	6,300	7,300



# MODELS



## PARAMETERS

### SAMSUNG

### SONY ERICSSON

### VIDEOCON

Model	Star Duos B7722	W20 Zylo	Text Pro	Elim	J20 Hazel	V1688	V6200
Dimension (mm)	113.5 x 55.5 x 14.3	103 x 52 x 16	92.0 x 53.0 x 18.0	110 x 45 x 14	102.0 x 49.5 x 16.0	105 x 58 x 16	118 x 53 x 15.3
Weight (grams)	112	115	136	90	120	120	120
Talktime/Standby (hours)	12.5/420	4/339	5.1/400	10/430	4/430	6/340	4/400
Screen (colours)/Size (inch)	262,144/3.2	65,536/2.6	16.7million/3.0	252,144/2.2	16million/2.6	262,144/3.2	262,144/2.4
Inbuilt/Expandable memory	250MB/16GB	260MB/16GB	100MB/32GB	280MB/8GB	280MB/16GB	80MB/4GB	32MB/8GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	5.0MP/Yes/Yes	3.2MP/No/Yes	3.2MP/No/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	2.0MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	2,000	2,000	Shared	2,000	2,000	2,000	2,000
Frequency/Dual SIM	Quad Band/GSM+GSM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Dual Band/GSM+GSM	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/No/No
Operating System	NA	NA	NA	Generic	NA	Nucleus	Nucleus
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Slider/No/No	Slider/Yes/Yes	Bar/No/No	Slider/No/No	Swivel/Yes/Yes	Bar/No/No
Burn test Rating	NR	80	82	NR	NR	NR	NR
Price in Rs.	10,300	6,800	7,400	8,000	9,100	7,650	9,500

## HIGH END

# MODELS



## PARAMETERS

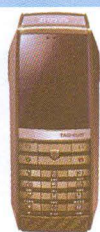
### NOKIA

### SAMSUNG

Model	C6	600 <b>NEW</b>	C6-1	700 <b>NEW</b>	701 <b>NEW</b>	X7	Wave II S8530
Dimension (mm)	113.4 x 53 x 16.8	111 x 53 x 13.25	103.8 x 52.5 x 13.9	110 x 50 x 9.7	110 x 50 x 9.7	119.7 x 62.8 x 11.9	123.9 x 59.8 x 11.8
Weight (grams)	150	100	131	96	96	146	135
Talktime/Standby (hours)	11/400	15/540	12/420	7.14/403	7.14/403	6/450	14.1/625
Screen (colours)/Size (inch)	16.7million/3.2	16million/3.2	16.7million/3.2	16million/3.2	16million/3.2	16.7million/4.0	16million/3.7
Inbuilt/Expandable memory	200MB/16GB	2GB/32GB	340MB/32GB	2GB/32GB	2GB/32GB	8GB/32GB	2GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA, HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Symbian S 60	Symbian Belle	Symbian 3^	Symbian Belle	Symbian Belle	Symbian Anna	Bada OS
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Slider/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR	80	84
Price in Rs.	12,000	12,999	13,700	18,099	18,999	21,000	15,800



# MODELS



## PARAMETERS

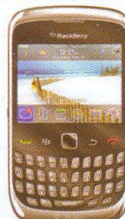
## TAG HEUER

## VERTU

Model	Meridiist GMT Stainless Steel/Black PVD <b>NEW</b>	Link <b>NEW</b>	Meridiist Steel & Gold <b>NEW</b>	Ascent <b>NEW</b>	Constellation Ayxta <b>NEW</b>	Ascent Ti <b>NEW</b>	Constellation Quest <b>NEW</b>
Dimension (mm)	112 x 46 x 15.5	118 x 67 x 16.6	112 x 46 x 15.5	117 x 46 x 19	100 x 48 x 18	115.5 x 49 x 13.1	116 x 60.8 x 12.7
Weight (grams)	155	200	155	148	174	160	165 to 185
Talktime/Standby (hours)	7/392	6.5/336	7/392	4.8/300	6/300	5/300	7.5/349
Screen (colours)/Size (inch)	262,144/1.9	16million/3.5	262,144/1.9	16million/2.0	16million/2.4	16million/2.0	8GB/32GB
Inbuilt/Expandable memory	NA/NA	256MB/8GB	NA/NA	8GB/32GB	100MB/8GB	4GB/No	16million/2.46
Bluetooth/Wi-Fi	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes
Camera/Flash/Video	No/No/No	5.0MP/No/Yes	No/No/No	5.0MP/Yes/Yes	3.15MP/Yes/Yes	3.15/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	1000	Shared	1000	2000	2000	1500	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/Yes/R99	Yes/Yes/HSDPA
Operating System	NA	Andriod OS 2.2	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/No	Yes/NA	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/Yes/No	Bar/No/No	Bar/No/No	Clamshell/No/No	Bar/No/No	Bar/No/Yes
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	Strating 2,80,000+/3,50,000+	Starting 3,25,000+	Strating 5,40,000+	Starting 2,89,000	Starting 3,47,000+	Starting 3,68,000+	Starting 3,86,000

## ENTERPRISE LEVEL

# MODELS



## PARAMETERS

## VERTU

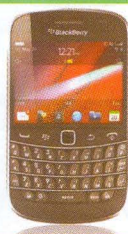
## APPLE

## BLACKBERRY

Model	Signature	iPhone 4	Curve 8520	Curve 3G 9300	9360 <b>NEW</b>	Bold 9780	Play Book
Dimension (mm)	130 x 42 x 13	115.2 x 58.6 x 9.3	109 x 60 x 13.9	109 x 60 x 13.9	112 x 62 x 14.2 mm	109 x 60 x 13.9	194 x 130 x 10
Weight (grams)	166	137	106	104	130	104	425
Talktime/Standby (hours)	3.5/300	14/300	4.5/408	4.5/461	5/336	4.5/456	NA/NA
Screen (colours)/Size (inch)	16million/2.0	16million/3.5	65,536/2.46	65,536/2.46	262,144/2.44	65,536/2.44	16million/7.0
Inbuilt/Expandable memory	4GB/No	16GB,32GB/No	256MB/microSD	256MB/32GB	256MB/32GB	256MB/32GB	16,32,64GB/No
Bluetooth/Wi-Fi	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	No/No/No	5.0MP/Yes/Yes	2.0MP/No/Yes	2.0MP/No/Yes	3.2MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/No/Yes
Phonebook Capacity	2000	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	NA
GPRS/EDGE/3G	Yes/Yes/R99	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	NA
Operating System	NA	iOS4	BlackBerry OS	BlackBerry OS	BlackBerry OS 7.0	BlackBerry OS	BlackBerry OS
Music Player/FM Radio	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/Yes/No	Bar/No/Yes	Bar/No/Yes	Bar/No/Yes	Bar/No/Yes	Bar/Yes/No
Burn test Rating	NR	85	82	NR	NR	NR	82
Price in Rs.	Starting 7,22,000+	34,500/40,900	9,400	13,800	19,500	22,000	26,500, 32,500, 37,500



# MODELS



## PARAMETERS

### BLACKBERRY

### HTC

Model	Torch 9800	9860 <b>NEW</b>	9810	9900	Explorer <b>NEW</b>	Wildfire S	ChaCha
Dimension (mm)	111 x 62 x 14.6	120 x 62 x 11.5	111 x 62 14.6	115 x 66 x 10.5	102.8 x 57.2 x 12.9	101.3 x 59.4 x 12.4	114 x 64 x 10.7
Weight (grams)	161.1	135	161	130	81.3	105	124
Talktime/Standby (hours)	5.5/432	4.7/337	6.5/296	6.3/296	7.6/485	4/120	4/120
Screen (colours)/Size (inch)	16million/3.2	16million/3.7	16 million/3.2	16 million/2.8	262,144/3.2	16million/3.2	262,144/2.6
Inbuilt/Expandable memory	512MB/32GB	2.5GB/32GB	8GB/32GB	8GB/32GB	90MB/32GB	512MB/microSD	512MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	3.15MP/No/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	BlackBerry OS	BlackBerry OS 7.0	BlackBerry OS 7.0	BlackBerry OS 7.0	Android OS v2.3	Android OS v2.3	Android OS v2.3
Music Player/FM Radio	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Slider/Yes/Yes	Bar/Yes/No	Slider/Yes/Yes	Bar/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/Yes
Burn test Rating	86	NR	NR	82	NR	82	82
Price in Rs.	26,000	27,700	29,000	31,000	11,600	13,600	14,800

# MODELS



## PARAMETERS

### HTC

Model	Salsa	S-510 Desire S	T8698 Mozart	S710-e Incredible S	A9191 Desire HD	Sensation	Evo 3D
Dimension (mm)	109.1 x 58.9 x 12.3	115 x 59.8 x 11.6	119 x 60.2 x 11.9	120 x 64 x 11.7	123 x 68 x 11.8	126.1 x 65.4 x 11.3	126 x 65 x 12.05
Weight (grams)	120	130	130	135.5	164	148	170
Talktime/Standby (hours)	4/120	4/120	4/120	4/120	6/120	4/120	9.3/358
Screen (colours)/Size (inch)	16million/3.4	16million/3.7	16million/3.7	16million/4.0	16million/4.3	1GB/32GB	16million/4.3
Inbuilt/Expandable memory	512MB/32GB	1.1GB/32GB	512MB/8GB	1.1GB/32Gb	1.5GB/32GB	16.7million/4.3	1GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS v2.3	Android OS, v2.3	Windows Phone 7	Android OS, v2.2	Android OS, v2.2	Android OS, v2.3	Android OS v2.3
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	82	80	NR	NR	80	80
Price in Rs.	14,800	22,500	23,800	24,500	25,800	30,300	33,800



# MODELS



PARAMETERS	HTC	HUAWEI		LG			
Model	Flyer	IDEOS U8500 X2	IDEOS U8800 X5	Optimus Me P350	Optimus Pro	Optimus One P500	Optimus Black P970
Dimension (mm)	195.4 x 122 x 13.2	12 x 58 x 12.8	120 x 62 x 11.6	108 x 57.5 x 12.2	119.5 x 59.7 x 12.9	113.5 x 59 x 13.3	122 x 64 x 9.2
Weight (grams)	420	115	130	110	129	129	109
Talktime/Standby (hours)	8/320	5/300	8.2/380	11/626	NA/NA	8/550	2 GB/32GB
Screen (colours)/Size (inch)	16million/7.0	262,144/3.2	16million/3.8	262,144/2.8	262,144/2.8	262,144/3.2	6/375
Inbuilt/Expandable memory	1GB/32GB	NA/32GB	2GB/32GB	155MB/32GB	150MB/32GB	170MB/32GB	16 million/4.0
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/No/Yes	3.15MP/No/Yes	8.0MP/Yes/Yes	3.15MP/No/Yes	3.15MP/No/Yes	3.15MP/No/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS, v3.3	Android OS v2.2	Android OS v2.2	Android OS v2.2	Android OS v2.3	Android OS v2.2	Android OS v2.2
Music Player/FM Radio	Yes/No	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/Yes	Bar/Yes/No	Bar/Yes/No
Burn test Rating	80	NR	80	NR	NR	84	82
Price in Rs.	37,000	8,999	14,999	8,300	10,200	10,800	20,300

# MODELS



PARAMETERS	LG		MOTOROLA				
Model	Optimus 2X	Optimus 3D	Fire <b>NEW</b>	Charm	Flipout	Fire XT <b>NEW</b>	Quench XT3
Dimension (mm)	123.9 x 63.2 x 10.9	128.8 x 68 x 11.9	116.5 x 58 x 13.45	98.4 x 67.2 x 11.4	67 x 67 x 17	114 x 61.9 x 11.95	114.9 x 56.8 x 12.6
Weight (grams)	139	168	110	110	120	84.3	114
Talktime/Standby (hours)	14.5/421	13/450	7/504	6.4/267	3.5/377	9.7/720	5.8/134
Screen (colours)/Size (inch)	16million/4.0	16million/4.3	262,144/2.8	262,144/2.8	262,144/2.8	262,144/3.5	262,144/3.1
Inbuilt/Expandable memory	6.4GB/32GB	8GB/32GB	512MB/32GB	512MB/32GB	512MB/32GB	512MB/32GB	100MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	5.0MP/Yes/Yes	3.15MP/No/Yes	3.15MP/No/Yes	3.2MP/No/Yes	5.0MP/Yes/Yes	3.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA
Operating System	Android OS v2.2	Android OS v2.2	Android OS, v2.3	Android OS v2.1	Android OS v2.1	Android OS, v2.3	Android OS v2.1
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Bar/Yes/Yes	Swivel/Yes/Yes	Bar/Yes/No	Bar/Yes/No
Burn test Rating	84	82	82	82	80	84	80
Price in Rs.	26,800	36,000	9,100	9,200	9,500	12,700	13,000



# MODELS



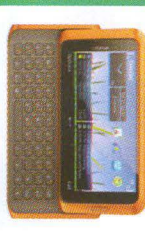
## PARAMETERS

## MOTOROLA

## NOKIA

Model	Quench XT 5	Defy	Milestone XT800	Backflip	Xoom 3G/WiFi	E5	E6
Dimension (mm)	114.9 x 56.8 x 12.5	107 x 59 x 13.4 mm	120 x 61.8 x 11.4	108 x 53 x 15.3	249.1 x 167.8 x 12.9	115 x 58.9 x 12.8	115.5 x 59 x 10.5
Weight (grams)	142.5	118	137	133	730	126	133
Talktime/Standby (hours)	8.20/560	6.8/237.6	5.4/100	6/315	32GB/MicroSD	7.3/400	14.4/681
Screen (colours)/Size (inch)	262,144/3.2	16million/3.7	16million/3.7	262,144/3.1	10/336	262,144/2.36	16.7million/2.46
Inbuilt/Expandable memory	100MB/32GB	2GB/32GB	1GB/32GB	256MB/2GB	16million/10,1	256MB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/No/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	1,000	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Mand/No	Quad Band/GSM+CDMA	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Rev. A	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS, v2.1	Android OS v2.1	Android OS v2.1	Android OS, v1.5	Android OS 3.1	Symbian S60	Symbian Anna
Music Player/FM Radio	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Clamshell/Yes/Yes	Bar/Yes/No	Bar/No/Yes	Bar/No/Yes
Burn test Rating	80	84	80	NR	84	NR	80
Price in Rs.	13,990	15,000	16,600	19,000	32,990/39,990	9,200	15,800

# MODELS



## PARAMETERS

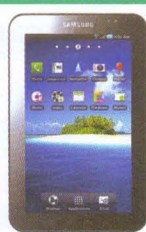
## NOKIA

## SAMSUNG

Model	C7	N8	E7	Galaxy Pop S5570	Galaxy Fit	B7510 Galaxy Pro	Galaxy 551
Dimension (mm)	117.3 x 56.8 x 10.5	113.5 x 59 x 12.9	123.7 x 62.4 x 13.6	110.4 x 60.8 x 12.1	110.2 x 61.2 x 12.6	108.60 x 66.70 x 10.65	111 x 55 x 15.3
Weight (grams)	130	135	176	106.6	108	106	156
Talktime/Standby (hours)	9.6/555	12/390	9/430	9.5/570	10.4/642	11/610	6.1/520
Screen (colours)/Size (inch)	16,7million/3.5	16.7million/3.5	16million/4.0	256,000/3.14	16Million/3.3	262,144/2.8	262,144/3.2
Inbuilt/Expandable memory	8GB/32GB	16GB/32GB	16GB/No	164MB/32GB	160MB/32GB	512MB/32GB	160MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	12.0MP/Yes/Yes	8.0MP/Yes/Yes	3.15MP/No/Yes	5MP/No/Yes	3.15MP/No/Yes	3.15MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA
Operating System	Symbian^3	Symbian^3 OS	Symbian^3 OS	Android OS, v2.2	Android OS,v2.2	Android OS, v2.2	Android OS, v2.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Slider/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/Yes	Slider/Yes/Yes
Burn test Rating	86	86	76	NR	82	82	84
Price in Rs.	16,800	22,000	25,850	8,500	10,800	10,500	11,200



## MODELS



### PARAMETERS

### SAMSUNG

### SONY ERICSSON

Model	5830 Galaxy Ace	I9003 Galaxy SL	Galaxy S i9000	P1000 Galaxy Tab	Galaxy SII i9100	Tab 10.1	W8
Dimension (mm)	112.4 x 59.9 x 11.5	123.70 x 64.20 x 10.59	122.4 x 64.2 x 9.9	190.1 x 120.4 x 11.98	125.30 x 66.10 x 8.49	256.7 x 175.3 x 8.6	99.0 x 54.0 x 15.0
Weight (grams)	113	131	118	380	116	565	104
Talktime/Standby (hours)	12/520	12.8/750	13.3/750	38/NA	19.3/710	16GB/No	4.75/446
Screen (colours)/Size (inch)	16million/3.5	16 million/4.0	16million/4.0	16million/7.0	16million/4.27	16million/10.1	16.7million/3.0
Inbuilt/Expandable memory	158MB/32GB	4GB/32GB	16GB/32GB	16GB/32GB	16GB/32GB	9/NA	128MB/16GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/No/Yes	5.0MP/No/Yes	3.15MP/Yes/Yes	8.0MP/Yes/Yes	3.2MP/No/Yes	3.2MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS, v2.2	Android OS, v2.2	Android OS 2.1	Android OS, v2.2	Android OS, v2.3	Android OS, v3.1	Android OS v2.1
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82	NR	84	82	NR	82	86
Price in Rs.	14,300	18,500	23,200	25,200	30,500	34,900	9,990

## MODELS



### PARAMETERS

### SONY ERICSSON

### VIDEOCON

Model	Xperia X8	Experia Mini	Experia Mini Pro	Xperia X10	LT15iXperia Arc	R800iXperia Play	Zeus V7500
Dimension (mm)	99 x 54 x 15	92 x 53 x 18	92 x 53 x 18	119.0 x 63.0 x 13.0	125.0 x 63.0 x 8.7	119.0 x 62.0 x 16.0	114.9 x 56.8 x 12.6
Weight (grams)	104	136	136	135	117	175	114
Talktime/Standby (hours)	4.7/446	5.4/331	5.4/331	10/415	6.55/430	8.25/625	7/408
Screen (colours)/Size (inch)	262,144/3.0	16.7million/3.0	16.7million/3.0	65,536/4.0	16.7million/4.2	16 million/4.0	262,144/3.2
Inbuilt/Expandable memory	128/16GB	320MB/16GB	320MB/16GB	1GB/16GB	1GB/32GB	512MB/32GB	156MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	3.15MP/No/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8.1MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA Android OS, v2.3	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Yes
Operating System	Android OS 1.6	Android OS 2.3	Android OS 2.3	Android OS 1.6	Android OS, v2.3	Android OS, v2.3	Android 1.6
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Slider/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	84	NR	84	86	84	84
Price in Rs.	9,000	13,000	15,000	22,000	27,500	30,000	12,500



**CDMA**
**MODELS**

**PARAMETERS**
**CDMA**

Model	V3 Gem	V3 Gem+	Samsung B209 <b>NEW</b>	Samsung Hero B189	Samsung Superstar	V3 Xing	Samsung Hero B319
Dimension (mm)	106 x 44 x 13.5	106 X 44 X 13.5	108.0 x 44.8 x 14.3	105 x 44 x 13	NA	100 x 43 x 13.1	108 x 45.4 x 14.7
Weight (grams)	63	63	72.3	71	NA	70	NA
Talktime/Standby (hours)	2/NA	2.5/NA	4.3/470	3.3/250	3.3/212	2.5/NA	3/257
Screen (colours)/Size (inch)	NA/1.5	NA/1.5	65,536/1.52	65,536/1.5	65,536/1.5	NA/1.8	65,536/1.52
Inbuilt/Expandable memory	NA/No	NO/NO	351KB/No	NA/No	NA/No	NA/8GB	1MB/No
Bluetooth/Wi-Fi	No/No	No/No	No/No	No/No	No/No	No/No	No/No
Camera/Flash/Video	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No
Phonebook Capacity	200	200	1000	500	500	500	500
Frequency/Dual SIM	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No
GPRS/EDGE/3G	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No
Operating System	REX	REX		BREW	BREW	REX	BREW
Music Player/FM Radio	No/Yes	No/FM	No/No	No/No	No/No	Yes/Yes	No/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NA	NR	NR	NR	NA	NR
Price in Rs.	999	999	1,100	1,399	1,399	1,499	1,499

**MODELS**

**PARAMETERS**
**CDMA**

Model	Samsung Hero B559	Samsung B379 <b>NEW</b>	Samsung Hero Plus 155 <b>NEW</b>	Samsung Vstyle	Samsung Super Hero	Samsung B339 <b>NEW</b>	V3 Ashwa
Dimension (mm)	108 x 45.4 x 14.7	109.5 x 45.4 x 14.2	108.5 x 45.8 x 13.3	103.8 x 43 x 14.7	103.5 X 438 X 15.1	108.20 x 47.10 x 14.35	109 x 46 x 14.5
Weight (grams)	NA	75	70	67	75	75.7	100
Talktime/Standby (hours)	3/257	4.3/470	3/230	3.8/245	3.25/135	4.3/470	8/400
Screen (colours)/Size (inch)	65,536/1.52	65,536/1.5	65,536/1.52	65,536/NA	65,536/NA	65,536/1.52	65,536/1.8
Inbuilt/Expandable memory	1MB/No	351KB/No	597KB/No	NA/No	NA/No	351KB/No	64MB/2GB
Bluetooth/Wi-Fi	No/No	No/No	No/No	No/No	NA/No	Yes/Yes	No/No
Camera/Flash/Video	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	1.3MP/No/Yes
Phonebook Capacity	500	1000	1000	1,000	500	1000	500
Frequency/Dual SIM	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA
GPRS/EDGE/3G	No/No/No	No/No/No	No/No/No	No/No/No	NA/NA/NA	No/No/No	No/No/No
Operating System	BREW			BREW	BREW		BREW
Music Player/FM Radio	No/Yes	No/Yes	No/Yes	No/Yes	No/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,499	1,500	1,500	1,550	1,700	1,800	1,999



# MODELS



## PARAMETERS

## CDMA

Model	V3 V26	Samsung Guru 539 <sup>NEW</sup>	3 Sleek	V3 Dew	V3 Boss	LG 6160	LG 6210
Dimension (mm)	105.2 x 46.5 x 15.2	109.6 x 44.9 x 14.0	110 x 48 x 14.2	102.4 x 56 x 13.45	110 x 58.5 x 13.5	NA	106 x 47 x 14.5
Weight (grams)	82	77.5	82	80	98	78	72
Talktime/Standby (hours)	3/NA	6/720	2.5/NA	4/160	3.5/NA	3.30/NA	6/300
Screen (colours)/Size (inch)	NA/1.8	65,536/1.77	NA/2.2	65,513/2.0	NA/2.0	65,536/1.5	262,144/NA
Inbuilt/Expandable memory	NA/2GB	2.5MB/4+4GB	NA/2GB	64MB/4GB	NA/4GB	NA/4GB	13MB/4GB
Bluetooth/Wi-Fi	No/No	No/No	No/No	No/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	1.3MP/No/No	No/No/No	VGA/No/No	1.3MP 176X220 Pixels	1.3MP/No/No	No/No/No	VGA/No/Yes
Phonebook Capacity	500	1000	1,000	500	500	NA	1,000
Frequency/Dual SIM	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No
GPRS/EDGE/3G	No/No/No	Yes/Yes/CDMA1X	No/No/No	No/No/No	No/No/No	Yes/No/No	Yes/No/No/2
Operating System	REX		REX	REX	REX	BREW	BREW
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/NA	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes	Bar/No/Yes	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,999	2,336	2,249	2,500	2,599	2,550	2,950

# MODELS





## PARAMETERS

## CDMA

Model	Samsung B519	Samsung Guru Dual CDMA	V3 Quick	Samsung Guru Muzik 219	V3 Pearl	LG 6400	Samsung Duos 169 <sup>NEW</sup>
Dimension (mm)	108 x 45.7 x 15.5	114.9 x 47.8 x 14.1	107 x 59 x 12.9	112 x 46.3 x 15.3	119 x 50 x 15	109 x 47 x 13.7	115.5 x 48 x 15.9
Weight (grams)	86	86.7	110	NA	85.5	NA	110
Talktime/Standby (hours)	4/285	6.5/300	3.5/NA	4/230	3/NA	3.30/410	4.5/250
Screen (colours)/Size (inch)	65536/NA	65,536/2.0	NA/2.4	65,536/1.7	NA/2.4	262,144/2.0	65,536/2.2
Inbuilt/Expandable memory	NA/2GB	7.41MB4GB	NA/32GB	14MB/2GB	NA/8GB	15MB/4GB	42MB/8GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	No/No/No	No/No/No	2.0MP/No/Yes	1.3MP/No/Yes	2.0MP/No/No	1.3MP/No/Yes	VGA/No/Yes
Phonebook Capacity	500	1000	500	1,000	500	1,000	1000
Frequency/Dual SIM	CDMA/No	Dual Band/GSM+CDMA	CDMA/No	CDMA/No	CDMA/No	CDMA/No	Dual
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	No/No/No	Yes/No/No	No/No/3G	Yes/No/No	Band/CDMA+GSM
Operating System	BREW	NA	REX	BREW	REX	BREW	Yes/Yes/CDMA 1X
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/Yes	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	80	NR	NR	NR	NR	NR	NR
Price in Rs.	3,400	3,458	3,499	3,799	3,999	4,500	4,651



MODELS	      						
	CDMA						
PARAMETERS							
Model	Mpower TV 239 <b>NEW</b>	LG 6300	Samsung M309	Samsung M 699	Samsung Mpower	Samsung TXT M369	Samsung Duos 259
Dimension (mm)	118.5 x 50 x 12.45	106 x 48 x 14.7	113.1 x 46 x 10.9	98 x 48.5 x 16		112x60.95x11.96	115.5 x 48 x 15.9
Weight (grams)	87	87	100	102	NA	102.3	NA
Talktime/Standby (hours)	4.4/420	10/NA	3.8/227	3.6/280	3.8/30	4.5/420	4.8/230
Screen (colours)/Size (inch)	262,144/2.4	262,144/2.0	65,536/1.9	262,144/2.2	62,144/1.9	262,144/2.2	262,144/2.2
Inbuilt/Expandable memory	85MB/16GB	21MB/4GB	NA/microSD	NA/2GB	15MB/2GB	104MB/16GB	40MB/8GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	1.3MP/No/Yes	2.0MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	2.0MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	2000	1,000	500	500	500	2,000	1,000
Frequency/Dual SIM	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/CDMA+GSM
GPRS/EDGE/3G	Yes/Yes/EVDO Rev.0	Yes/No/No	Yes/NA/NA	Yes/NA/No	Yes/No/No	Yes/Yes/Yes	Yes/No/No
Operating System		BREW	BREW	BREW	BREW	BREW	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Slider/No/No	Bar/No/No	Bar/No/Yes	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	4,743	4,750	5,600	5,950	6,499	6,500	7,100

MODELS	      						
	CDMA						
PARAMETERS							
Model	Samsung M569	LG Zip CDMA	Samsung Corby TV F339 <b>NEW</b>	Galaxy Pop CDMA	Blackberry 8530	Blackberry 9670 Style	Blackberry 9650
Dimension (mm)	101.9 x 49.9 x 15.3	107 x 55.4 x 11.9	103 x 56.5 x 12.2	110.9 x 60.6 x 12.1	109 x 60 x 13.9	96 x 60 x 18.5	112 x 62 x 14
Weight (grams)	100	90	NA	106.6	105	131	136
Talktime/Standby (hours)	2.5/165	5/150	5/200	5/320	4.5/252	4.5/252	5/312
Screen (colours)/Size (inch)	262,144/2.1	262,144/	262,144/2.8	262,144/3.14	65,536/NA	65,536/NA	65,536/2.44
Inbuilt/Expandable memory	NA/4GB	72MB, 4GB	80MB/8GB	164MB/microSD	256MB/32GB	512MB/32GB	512/32GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	3.15MP/No/Yes	2.0MP/NA/Yes	5.0MP/Yes/Yes	3.15MP/Yes/Yes
Phonebook Capacity	2,000	1,000	2,000	Shared	1,000	Shared	Shared
Frequency/Dual SIM	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No
GPRS/EDGE/3G	Yes/NA/NA	Yes/Yes/No	Yes/No/No	Yes/Yes/EVDO Rev.A	Yes/Yes/No	Yes/Yes/Rev. A	Yes/Yes/Rev. A
Operating System	BREW	BREW	BREW	Android OS 2.2	BlackBerry OS	BlackBerry OS	BlackBerry OS
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/No
Form Factor/T.Screen/QWERTY	Slider/No/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Clamshell/No/Yes	Bar/No/Yes
Burn test Rating	80	80	NR	NR	NR	NR	NR
Price in Rs.	7,500	8,000	8,500	9,850	14,000	22,500	24,000





# Focus on DIGITAL ROAD AHEAD

**FOCUS 2011 organised by ASSOCHAM**, highlighted the need of digitalisation and the promise that digital media holds for the future **Heena Jatav**

**F**ocus 2011, an event covering media and entertainment industry of India was held in New Delhi on September 9th, 2011. Eminent personalities from film and television world, Telecom Regulatory Authority of India (TRAI) and Information and Broadcasting Ministry participated in the event. The discussion on digitization of analog signals touched each and every aspect of digital world i.e. television, films, animation and gaming. Renowned panelists and media-persons took part in detail discussion on television, films, animation and gaming industry. The cable network today is dominated by analog technology which is characterized by low channel carrying capacity and little addressability. These factors have resulted in power being concentrated with the LCO (Local Cable Operator), giving him the ability to garner approximately 75% of the subscription reve-

nue, rest 25% being shared between the broadcaster, MSO and the regulator. The panelists considered digitalization as long term solution to this issue. Like Digital cable, DTH and IPTV will overcome the technological challenges of analogue technology with the increased carrying capacity of the pipe to customers while being addressable. Digital cable and DTH technology provides enhanced picture quality with high capacity to carry content whereas analog cable have limited capacity to carry channels and provides poor picture quality. Digital cable can provide interactivity and also have voice and data carrying capability whereas analogue cables lack all these features. The concept of digitalisation is not new as TRAI, I&B ministry have earlier fixed up dates for the suggested areas to work at, however, the concept did not materialize. Ms Sujata Dev, co-chairperson of ASSOCHAM national council on entertain-

ment and media, said digital technologies are set to change content consumption patterns. "With rising consumer expectations, content is becoming interactive. Voice, video and data are converging. As the world's largest market transforms, the global hardware market too will get a boost," she said. Also the discussion on Indian film industry catered everyone's interest. Over 1000 films are produced every year in more than 20 languages. As the number of digital theaters are surging, the future of Indian cinema looks promising. While the gaming is still not considered as a positive thing in India, discussion on Indian Animation and Gaming industry changed the concept of the preset minds of Indian parents. The Indian Animation industry which was worth 511 US\$ million in 2010 is expected to grow at CAGR of 23% to reach 961 US\$ million by 2013. ■

heena@mymobile.co.in





## EVOLUTION OF INDIAN VAS

India is the third largest telecommunication network in the world and second largest in terms of number of wireless connections. The growing subscriber base has a positive impact on the industry revenue due to strong competition, but operator margins have begun to shrink, pulling down "Average Revenue per User" (ARPU). With declining ARPU operators are facing a challenge to retain customers and are developing alternate revenue streams. Telecom operators have been looking at "Mobile Value Added Services" (MVAS) as the next wave of growth in the future.

Value Added Service (VAS) refers to a non-core service which can be add-ons to the core or basic services (voice, in most cases) and can be sold at a premium price, and which does not cannibalize the core service. The Indian VAS industry has been evolving over time and is reaching a stage of maturity. Indian VAS always rotated around ABC, where A=Astrology, B=Bollywood, and C=Cricket, but is now moving forward and exploring alternate relevant content for their customers. We can see a lot of development in areas of information services and m-commerce.

### Entertainment VAS

This provides entertainment for leisure time. Some of the products offered are Caller Ring Back Tone (CRBT), Radio, Jokes, etc. These services are still very popular and generate high revenues. Other popular entertainment VAS services driving the market are chat services. Entertainment VAS has the potential to remain a key contributor to the industry and it is up to the industry to keep discovering /innovating killer apps like CRBT (Caller Ring Back Tone) regularly.

### Information VAS

These services cater to providing useful information to the end user. It could be access to information regarding stock prices, commodities prices, education, healthcare etc. These services need to target to the right person at the right time and right content.

### mCommerce VAS

These services involve some transaction using mobile phones like buying of movie tickets or transferring of funds. They can

be classified into (a) mBanking or Mobile Banking and (b) mPayments or Mobile payments. They are still in a nascent stage and there are many initiatives being taken in this space. The Indian MVAS is slowly evolving and maturing. Customers are no longer looking at just using the phone as a device for talking but more so as a personal device for entertainment. IP Content along with User Generated Content (UGC) is making headway into this space where operators look at low cost UGC in forms of jokes, songs, wallpapers etc. With MVAS evolving and needs of the clients growing and with relevancy of content a must, we see a lot of customized content creators coming into place. With regulatory bodies becoming more strict we will see a lot of stringent measures being taken in due course for subscription to VAS services.

With 3G being rolled out, operators are now no longer depending on the use of Voice VAS but moving and investing heavily into DATA VAS or Mobile Data Services (MDS). We can see a lot of advantage with MDS as this will help operators create their own data platform which can provide the customers a personalized look and feel.

So, the next big ticket item operators are going to look to increase their ARPU is mobile data services and that too built in with a lot of business analytic tools to help operators know their customers and increase customer retention! ■

By Mr. Mohit Rampal,  
MD-South Asia, Motricity

(Disclaimer: the views and opinions expressed in this article are those of the author and do not reflect the stance of the magazine)







I have Samsung a Galaxy SII but I am not able to view Marathi and Hindi newspaper on it. Whenever, I try to open such websites, the words get converted to squares. Is there any application that I can use to read these newspapers?

**-Reena**

Hi, this is because Marathi fonts are not yet supported on Android. Right now there's no software patch right for this .

I want to buy a tablet in the price range of Rs 15000 to Rs 27000. Please suggest which is the best choice among all the tablets available in the market? Is it possible to attach CD, DVD drive to the tablet? Some of the features that are important are 1 Ghz processor, GPS, 10.0-inch screen, multitouch support, USB port, HDMI cable, HD Video, microSD card slot, 1 GB RAM, good battery backup, Wi-Fi and 3G support. Can I transfer songs and movies from my PC to this tablet?

**-Vicky Khan**

The best tablet right now is the iPad 2, but as no tablet currently supports attaching of USB devices and in iPad, memory is only internal. Alternately, you can go with the Samsung Galaxy Tab 750, as it has an external memory card and is based on Android. You can transfer movies to both from your PC.

I am using a Nokia N72, Please suggest how to upgrade its operating system. I tried but it is showing system error every time I do that.

**-Agam Kumar**

To upgrade connect your phone

to any Wi-Fi network, and after that type \*#0000# The version will be displayed and on the left side you will see an option from which you can check your software. You can download a new version from Nokia and update it, just keep your phone's battery fully charged during the process.

I am planning to buy a new mobile phone and my budget is Rs.15000. The phone should have good battery backup, good camera, secondary camera for video calling and multitasking capabilities. I would prefer a Nokia or Samsung phone

**-Manish Singh**

You can select from Samsung's



smartphone series like the Galaxy Ace which is based on Android and is a good phone and has all you. You can also choose the Nokia N8 or C6, which are based on Symbian, have all the features you need, and have better cameras than Samsung. On the other hand, Samsung is Android-based, so has more applications.

Could you please tell me which is a better phone between Nokia C5-03 and Nokia C3-02. Can I suggest any other phones that I can consider?

**-Andrew Samte**

The C5-03 is the better option of these two, as the C3-02 has a very small screen to be used as a touch screen, but if you prefer a keypad then the C3-02 is a decent option.

I want to buy a new handset and my budget is up to Rs 40000. The phone should have good looks and excellent features

**-Vivek Kherra**

Go for the HTC Sensation. It is good phone. If you can wait for a while, there are some great phones coming, such as the iPhone 4GS and the Samsung Nexus Prime, which have great processors and software in them.

I want to purchase a new mobile phone between the range of Rs 9,000 to Rs 14,000/-. My priority is Nokia. The phone should have good looks, browsing capabilities and support for gaming.

**-Krishna Kumar Mehar**

You can choose between the C5-03 or the C6. Both are good phones and good performers too.

My budget is about Rs 10,000 and I want to buy an Android phone from LG or Samsung. It should have excellent processing power and performance. It

should be able to play HD videos and should be equipped with a gravity sensor. I can wait for two months but I want to buy a good phone.

**-Sachin Kumar**

You can choose the LG Optimus Black. It has a 1 GHz processor and 5.0-megapixel camera, a good LCD display and all that you have mentioned. The price is a little above your budget but it is worth spending a little more as this is a good handset.

There seems to be some problem with the memory of my Nokia

5233. I had installed everything in my memory card except the anti-virus but I am not able to find anything through my file manager. I have asked the Nokia guys and they say it's a virus but I am not able to figure out how to remove it. Now I have emptied most of my phone's memory.

**-MSD Iyyappan**

Normally this happens due to virus and corrupt software. I would suggest you get the software updated as log files are in system and cannot be seen.

I want to buy a dual SIM mobile phone with atleast 1500 mAh battery and unlimited SMS storage. Kindly suggest some good phones in the price range of Rs 3,000.

**-Appu**

There won't be unlimited SMS in this price range. But a good handset for you will be the Zen M72 has 1800 mAh battery and very good multimedia. Its price is also below 2000.

I tried using a YouTube application with my BSNL 2G SIM on the Nokia E63 and the Samsung Galaxy Pro. And I found that the app worked faster on the E63. I took the phone to the Samsung service centre where the software was reloaded but still YouTube works faster on the E63. How can I correct this problem?

**-Dr Shahid Ansari**

This is due to a graphical processor. The Nokia E63 has a higher speed graphical processor and burst memory so it works faster.

Is your mobile phone acting strange? Email your queries at [team@mymobile.co.in](mailto:team@mymobile.co.in) and our mobile doctor Arshdeep Singh will suggest remedies for your ailing device.

**Disclaimer:** The views expressed by Arshdeep Singh are his own and do not necessarily coincide with those of My Mobile.